

# Casey Vaughn-Claus

Comprehensive Non-Profit Digital Creative

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## Professional Highlights:

### Recruiting & Marketing Specialist/Coordinator,

2022-2023/2024-Current

*Office of Volunteer Ministries, NAD*

- Created & modified **comprehensive social media strategy**: @nadvolunteers
  - Results: 2023 *Engagement Up 900%* / 2024 *Engagement Up 58%* / Over 500k Impressions Across 5 Accounts Per Year / Follower Count up to 10k Across 5 Accounts (from ~4,500)
  - Methodology:
    - Created videos, carousels, photos, & memes
    - Evaluated strategy every 90 days & pivoted where needed.
    - Scheduled posts (including creating captions & selecting hashtags) using SproutSocial
    - Utilized **social listening** opportunities & resulting in both applications & follows
  - Supported NAD brand consistency by using NAD visual brand identity as primary identity.
- Recruited potential volunteers through in-person event recruiting resulting in 70% increase in volunteers from non-Adventist universities
- Other Results: designed and released children's coloring book, 10+ stickers, three flyers, two postcards, marketing giveaways, & sent 3000 graduation packets (two years)

### Freelance Volunteer Social Media/Branding Manager

- 2025: BeMore Church Group: Created **accepted branding package** for BMore SDA Church Group / Future social media & website manager for said church upon launch
- 2020-2021: Tiktok: @yourultrasoundmom manager and co-content creator; at peak, **20k followers**; multiple videos over 100k views; completed multiple Tiktok LIVES with between 1-2k in attendance

### Pastor: Rock Hill SDA & Monroe SDA Churches,

2017, 2019-2022

*Carolina Conference of Seventh-day Adventists*

- Chaired **two diverse boards**: cut board meeting time in half
- **Hired & coordinated with graphic designer** for a conference-piloted online "traditional" evangelistic series
- Managed/created for social media for both churches including paid campaigns for the online evangelistic series
- Participated in & piloted local community programs

Portfolio



Vice President for Communications,

GYC Southeast

2014-2016

- Launched @gycse on Instagram and improved GYC Southeast on Facebook
- Contracted with designer for print and digital promotional assets & liaised between designer and board
- Marketed event on SAU’s campus resulting in numbers doubling from previous years
- Launched multiple local targeted paid campaigns on Meta platforms

Education Highlights:

Digital Marketing 360, Cornell University (eCornell)	2024-Current
Masters of Divinity, Andrews University	2019
BA Theology, Southern Adventist University	2016
Hubspot: SEO Certification	
Coursera: Artificial Intelligence in Marketing (University of Virginia), Fundamentals of Machine Learning & Artificial Intelligence (Amazon Web Services)	

Software Proficiencies:

- Canva
  - SproutSocial
  - Hubspot
  - Microsoft 365
  - Zoom
- ChatGPT
  - Meta Business Suite
  - Adobe Suite: Photoshop, InDesign, Lightroom, Premiere Pro, Express, Illustrator

References available upon request.