

Casey Hoppe-Veal

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EDUCATION

W. P. Carey School of Business, Arizona State University *Bachelor of Science in Marketing, Cum Laude* May 2024

- New American University Award

- TEAN Study Abroad Program: Griffith University, Australia

February 2023 – June 2023

PROFESSIONAL EXPERIENCE

Event Promotions *iHeartMedia and Select Promotions*

September 2024 - Current

- Executed brand activations at community events to increase awareness and audience engagement; collaborated with venue reps and marketing teams to ensure consistency and successful activations.
- Maintained professional communication with artists, managers, and industry personnel while handling administrative tasks to support smooth event operations.

Photographer / Production Assistant *Masami Photography*

August 2024 - Current

- Directed staging, lighting, and posing for individual and group photo sessions to create polished, professional portraits.
- Edited images using Photoshop and Lightroom to deliver final assets that met client and company standards.
- Managed shoot schedules and organized digital files to streamline post-production and delivery.

Event Operations *C3 Presents, AEG, Relentless Beats*

December 2023 - Current

- Supported production teams with on-site logistics, troubleshooting, crew coordination, and guest services; Oversaw merchandise operations, including booth setup, cash handling, inventory tracking, and reconciliation with vendor and tour staff
- Coordinated independent multi-city travel for national festivals and events, managing flights, lodging, and schedules to maintain consistent work across multiple states

Creative Merchandiser – Online Upcycling & Resale *Multiple Platforms*

January 2017 - Current

- Curated product listings with styled photography, branded descriptions, and creative visuals to elevate storefront presentation.
- Applied trend forecasting and merchandising strategies to refresh inventory and attract new customers.

Hospitality & Guest Experience Specialist *Various Venues*

August 2020 – August 2025

- Delivered high-volume service to 200+ guests nightly while ensuring accuracy in orders and payments.
- Resolved guest concerns quickly and professionally, strengthening customer satisfaction and repeat business.

Creative Content Coordinator *707 Flora*

August 2022 – August 2023

- Created and executed content strategies, producing branded photography, video, and graphics to support marketing campaigns.
- Coordinated creative shoots and deliverables, ensuring assets were completed on schedule and aligned with campaign goals.
- Designed graphics and videos with Adobe Creative Suite and Canva, maintaining brand consistency across social and digital platforms.