



# CASEY ROSENBERG

bookcaseyrosenberg@gmail.com | 305-322-6324 | Miami, FL 33186

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## Summary

A driven, passionate and hardworking individual that always seeks to motivate and uplift those that I work beside. I pride myself on my ability to prioritize responsibilities under pressure, communicate effectively, take on a leadership role and work with the upmost integrity.

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## Skills

- Proficient in Microsoft Word, Excel, PowerPoint
- Proficient in Photoshop, InDesign, Prezi
- Social Media Management
- Bookkeeping using Quickbooks
- Choreography, teaching, music editing, costume design
- Coordinating brand photoshoots
- Budgeting

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## Experience

- Owner** 01/2019 - Current  
Casey Rosenberg Choreography and Consulting, LLC | Miami, FL
- Conducted classes, programs, productions and consulting in the entertainment field with an emphasis on the art of dance.
  - Set and administered operating budget/timeline for marketing programs across multiple cities.
  - Analyzed client business needs and assisted in determining appropriate resources and strategies.
  - Monitored operations to verify quality, delivery schedule and conformance to contract specifications.
  - Presented products at events to increase brand awareness.
  - Recruited exceptional independent contractors for suitability for key positions.
  - Negotiated with vendors to gain optimal pricing on services.
- Marlins Mermaids Coach & Choreographer** 02/2018 - 11/2019  
Miami Marlins | Miami, FL
- Demonstrated various dance routines, edited music, watched and evaluated dancers and tweaked steps to produce outstanding shows.
  - Worked with the marketing department to select costumes, music, effects and game day routine scheduling.
  - Prepared choreography for group performances.
  - Created agendas and communication materials for team meetings, rehearsals, games and rotational schedules.
  - Conducted auditions and interviews to select most qualified dancers and brand ambassadors.
  - Trained and mentored new employees to maximize team performance and achieve daily performance objectives.
  - Led employee mid-season performance reviews and discussed improvement strategies with each team member.
  - Established, enforced and updated policies that were responsive to changing conditions.
  - Oversaw rigorous practice sessions to enhance individual skills and team performance.
- Miami Heat Dancers Interim Coach & Choreographer** 09/2018 - 01/2019  
Miami Heat | Miami, FL
- Please see skills/responsibilities listed in the coaching position above.
- Business Development and Communications Manager** 08/2017 - 08/2018

Shaka Life | Miami, FL

- Planned and developed strategies to increase sales and territory.
- Collaborated with contractors to design and implement enhancements for projects which resulted in revenue increases.
- Identified key growth opportunities for the apparel business.
- Collected and analyzed data to determine customer needs, as well as handle all customer service requests.
- Worked in product development to design products, optimize product specifications and negotiate production prices.
- Utilized and promoted on platforms such as Instagram and Facebook on regular basis to increase brand awareness.
- Selected and monitored social media influencers.
- Coordinated and designed brand photoshoots.
- Streamlined financial efficiencies by accurately processing bank reconciliations and delivering financial reporting via Quickbooks.
- Managed team that oversaw digital marketing and website design for development of marketing initiatives.
- Managed all details for inventory and procurement of products.
- Managed logistics, booth design and worked on the floor for trade shows to increase brand awareness.

**Clinical Concierge Coordinator for Neurosurgery**

07/2015 - 08/2017

University of Miami Hospital | Miami, FL

- Acted as a patient advocate and liaison.
- Coordinated internal and external entities for the surgeon's practice.
- Provided trouble shooting in service recovery and process improvement.
- Worked in conjunction with the development team to help facilitate major gifts.
- Worked with the physician relations department to maintain a positive relationship with referring doctors through phone calls and in-person visits.

**Miami Heat Dancer**

11/2011 - 08/2015

Miami Heat | Miami, FL

- Worked closely with coaches and choreographers to perfect performance of dance moves.
- Acted as a brand ambassador for the Miami Heat through various community events and live performances.
- Provided choreography for in-game and community performances.
- Served as a team leader during 2014-2015 season.
- Learned choreography quickly and adapted to changes in choreography seamlessly by maintaining physical and mental flexibility.
- Served as the direct client contact for many outside promotional events.
- Earned reputation for good attendance and hard work.
- Worked closely with team members to deliver project requirements, develop solutions and meet deadlines.

**Paid Intern**

07/2014 - 08/2014

University of Miami School of Communications | Miami, FL

- Utilized PR skills, tactics and strategies to create a media kit, movie poster, EPK and website for Noah DeBonis' short indie film, "Posthumous."

**Patient Fitter**

07/2011 - 07/2012

Orthofix | Miami, FL

- Distributed, provided instruction and personally fit cervical and lumbar devices to post-op neurological surgery patients.

**Paid Intern for Neurological Surgery**

06/2010 - 08/2010

University of Miami Hospital | Miami, FL

- Helped to prepare department records for conversion to electronic medical records.
  - Shadowed all supportive positions in the department to develop comprehension of running a major medical practice.
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**Education and Training****Bachelor's in Public Relations/Minor in Sociology**

2015

University of Miami | Coral Gables, FL

**Accomplishments**

- Raised funds and recruited participants as the 2016-2017 United Way campaign ambassador for the University of Miami Department of Neurological Surgery.
- Met 100% for both department participation and financial goals that were provided by United Way and the university.