

DILARA CASEY

Columbus, OH | [LinkedIn](#) | [Portfolio](#)

Marketing and communications professional, creative storyteller, and mentor dedicated to experiential learning and student success.

EDUCATION

Youngstown State University

Masters of Business Administration - Organizational Leadership 2026

Youngstown State University

Bachelor of Arts in Spanish and Communications (Dual Major)
Minor in Education 1999

Granada Summer Institute, Spain

Certificate of Completion (Fluent in Spanish) 1999

Morelia Summer Institute, Mexico

Certificate of Completion (Latin American Studies) 1998

TEACHING PHILOSOPHY

I teach marketing and communications through experiential learning, hands-on application, and real-world case studies drawn from startups, social enterprises, and high-growth companies. My goal is to give students immediate employable skills around storytelling, digital strategy, entrepreneurial problem solving, and brand building while fostering inclusive classroom communities centered on curiosity, collaboration, and confidence.

COURSES QUALIFIED TO TEACH

Marketing Communications & Digital Strategy

- Digital Marketing & Communications
- Integrated Communications
- Social Media Strategy
- Brand Strategy & Positioning
- Content Strategy & Storytelling

Communication & Professional Skills

- AI Literacy: Understanding, Leveraging, and Ethical Usage of AI
- AI for Marketing and Communications Professionals
- Business Communication
- Personal Branding & Career Strategy
- Leadership Communication

Entrepreneurship & Innovation

- Creative Ventures & Content-Driven Startups
- Entrepreneurial Brand Building & Founder Storytelling
- Social Impact Entrepreneurship & Purpose-Driven Ventures

PUBLICATIONS

Wherever You Go <i>Novel, Fiction [ISBN 979-8342057622]</i>	11/2024
Hot Chicken Takeover Employee Handbook <i>Reviewed by the Harvard Business Review</i> <i>Teaching Note for HBS No. 819-078</i>	11/2018
How Collaboration Can Increase Your Restaurant Sales <i>ParTech</i>	5/2018
3 Ways to Boost Your Brand's Presence on Social Media <i>Columbus CEO Magazine</i>	8/2016
Just Say "No" to Cold Email Lists <i>Columbus CEO Magazine</i>	4/2015
Podcast Call <i>Columbus Chamber of Commerce</i>	4/2015
Social Media: Followers vs. Engagement <i>Columbus Chamber of Commerce</i>	3/2015
Best Practices for Leveraging Bizarre Holidays <i>WOMMA Blog</i>	8/2014
Are Digital Coupons Gaining Momentum? <i>WOMMA Blog</i>	6/2014

TEACHING EXPERIENCE

The Ohio State University Guest Lecturer <i>Course: BUSML 4251 Retail Management Class</i>	10/2025
Capital University Guest Lecturer <i>Course: PR 464- PR Programs and Campaigns</i>	4/2021
The Ohio State University Guest Lecturer <i>Course: Marketing for Startups</i>	4/2017
Lead Instructor, McKinley Elementary <i>Warren City Schools Summer Program: Grades 3-5</i>	1995-1997
Teacher's Aide, McKinley Elementary <i>Warren City Schools</i>	1993-1995

SELECT MEDIA CONTRIBUTIONS

<i>Why Marketers Need to Build a Personal Brand</i>	1/2025
MMG Design Podcast (American Marketing Association) <i>Writing Your Own Success Story</i>	11/2024
Ferocious Ambition Podcast <i>How Do You Start a Career in Marketing?</i>	12/2024
Content Alchemy Podcast <i>How to Create Content that Resonates</i>	2/2024
Cole Evans Podcast <i>Career Reinvention</i>	9/2025
Closet Philosophy Podcast <i>How to Advance Your Career</i>	9/2022
Day One Podcast	

SPEAKING ENGAGEMENTS

Keynote - Finding Your Place & Purpose, Columbus Impact Academy	12/2025
Keynote - Marketing Beyond the Boat, Ohio Marine Trade Association	3/2025
Panelist - Unlock Your Potential, Together Digital	5/2025
Keynote - Leadership in Real Time, Emerging Leaders Summit	10/2024
Keynote - Social Media Sells, Columbus Realtors	10/2023
Keynote - Make the Most of Your Marketing, Nationwide Insurance	2/2019
Panelist - Marketing Best Practices, The Real Women Conference	11/2019
Panelist - Content Marketing, Ohio Marketing Summit	8/2018
Keynote - The Retail Marketing Journey, Franklin County Retail Summit	8/2018
Keynote - Marketing for Startups, Columbus Startup Week	5/2018
Keynote - The State of Social, Women In Digital	4/2018
Panelist - Good to Great, NAWBO	2/2017

COHORT LEADERSHIP

Columbus Young Professionals Members in Marketing	2023-Present
Organize monthly meetups leading education and insights on the following topics:	
● Content and Copywriting ● Professional Communications ● Best Practices for Your Marketing Job Search ● Inside Social Media ● Six Skills You Need to Be a Successful Marketer ● Going Out on Your Own: Freelancing, Consulting, and Starting Your Own Gig ● Data & Analytics of Marketing ● Integrated Marketing 101	
Columbus Startup Week Workshop and Content Lead	2015-2017
Organized and facilitated more than 70 educational workshops each year for Columbus Startup Week across two years, designing content for entrepreneurs on branding, growth, communications, and digital strategy	

PROFESSIONAL ASSOCIATIONS

TOGETHER Digital Member	2024-Present
Public Relations Society of America (PRSA) Member	2023-Present
Columbus Young Professionals Group Board Member & Advisor	2022-Present
Women's Fiction Writers Association Founding Member	2021-Present
Columbus Women's Writing Group Member	2018-Present
American Advertising Federation Member	2014-2021
American Marketing Association Member	2015-2017

AWARDS

SHE-Ro Award Columbus Fury	2026
Forty Under 40 Honoree Columbus Business First	2016
XLNT Award Resource Ammirati	2013

INDUSTRY EXPERIENCE

Totally Employable

Workforce and professional development consultancy

Founder & CEO

2008-Present

Columbus, OH

Bertec Corporation

Medical technology company serving research, clinical and performance

Director of Marketing and Communications

2025-Present

Columbus, OH

Path Robotics

AI-enabled RaaS technology startup disrupting the welding industry

Head of Marketing and Communications

2023-2024

Columbus, OH

Fahlgren Mortine

Communications agency focused on tourism, B2B, and healthcare

Senior Creative

2021-2023

Columbus, OH

Denison University

Top-rated liberal arts college in Central Ohio

Marketing Director, Denison Edge

2021

30 Lines

Central-Ohio based digital marketing agency focused on real estate

Vice President of Brand & Innovation

Senior Director of Talent & Culture

2018-2021

Columbus, OH

2019-2021

2018-2019

Hot Chicken Takeover

Social enterprise restaurant startup headquartered in Central Ohio

Marketing Director

2016-2018

Columbus, OH

Columbus Chamber of Commerce

Nonprofit B2B organization focused on serving the small business community

Director of Marketing and Communications

2014-2016

Columbus, OH

Resource Ammirati [Acquired by IBM]

The nation's largest, independently-owned digital marketing agency

Senior Manager, Social Media

Manager, Social Media

2012-2014

Columbus, OH

2013-2014

2012-2013

Tim Hortons Corporate

One of North America's largest quick-service restaurant chains

U.S. Marketing Coordinator

2008-2012

Columbus, OH

CD101/WWCD-FM

One of the nation's last independently owned radio stations

Marketing Consultant

2002-2006

Columbus, OH