

J. Casseia Lewis

(201) 284-9294 | casseialewis@gmail.com | www.casseia.com | Jersey City, NJ

SKILLS

Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat, InCopy), Drupal, Jira, Salesforce, On24, Smartsheets, Trello

PROFESSIONAL EXPERIENCE

Content Marketing Operations Contractor

MORGAN STANLEY AT WORK, February 2022–Current

- Facilitates content operations, creating efficient workflows and timely delivery of financial wellness content for B2C marketing distribution.
- Supports the content marketing team in maintaining compliance and regulatory standards by submitting marketing collateral for compliance and legal review.
- Streamlined content publication, metadata management, and JIRA ticket generation to ensure adherence to brand, technical, and editorial guidelines, fostering collaboration and maximizing participant readership.

Associate Director, Editorial and Image Content Development

COLLEGE BOARD, December 2019–March 2021

- Analyzed digital platform pain points to build wireframes and interactive prototypes; demoed platform enhancements to cross-functional teams, stakeholders, focus groups through an iterative process.
- Implemented a comprehensive brand toolkit for 300+ Google Slide decks, addressing remote-learning needs for the U.S. school market.
- Steered the conceptualization and procurement of images for textbook covers, interior pages, and 36 landing pages in adherence to brand guidelines for 12 pilot Pre-AP courses.
- Followed industry trends to garner interest in a future [AP African American Studies](#) course offering and investigated nationwide collegiate syllabi to ensure the pilot course met university standards.

Editor

COLLEGE BOARD, May 2019–December 2019

- Managed the SpringBoard Grade 12 English Language Arts, Texas Edition program, reaching 3 million students annually and receiving top industry reviews.
- Ensured clean delivery of printer proofs for 21 publications by verifying page order, layout, image placement, and resolution; tracked necessary updates and edits for future reprint cycles.
- Supervised ADA compliance reviews and secured multi-year digital adoptions, generating over \$1 million dollars in revenue, by facilitating alt-text internal trainings and supervising the authoring of alt-text HTML coding for back-end production.
- Led illustrator onboarding and managed commissioned artwork from concept to completion, crafting creative briefs and project schedules, resulting in captivating visuals for literary excerpts.
- Acquired imagery within a projected \$250,000 budget by negotiating contracts and processing invoices with museums, archival houses, stock agencies, photographers, and individual rights-holders.

Assistant Editor

COLLEGE BOARD, February 2017–May 2019

- Edited student and teacher editions in Adobe Acrobat, InCopy, and InDesign from the manuscript phase to the confirming stage.
- Utilized strong editorial skills to provide direct feedback to vendors and freelancers, including editors, copyeditors, and assessment item writers, ensuring the exceptional quality of print and digital materials.
- Spearheaded the visual redesign strategy for 21 publications, managing photo retouching, image placement, and image optimization, print and digital platforms.
- Expedited production timelines by developing an efficient image library, resulting in the accelerated delivery of over 1,000 assets, sample pages, and mock-ups for various projects.

Editorial Assistant

JOHN WILEY & SONS, September 2016–January 2017

- Provided editorial support to the Acquisition Editor during the production for the Physics and Geology business lines; Gathered, revised, and transmitted art manuscripts from top-grossing authors to photo research and production teams in accordance with schedules and shifting deadlines.

Editorial Assistant

PEARSON, April 2015–April 2016

- Assisted in the publishing of 23 titles across 5 disciplines; worked on various aspects of development, such as market research, writing marketing copy, updating P&Ls in content management systems, and processing \$2 million dollars in royalty agreements and vendor invoices.

Social Media Intern

INKED MAGAZINE, March 2015–May 2015

- Managed social media scheduling and deployment of 30+ daily posts across various channels (Tumblr, Wanelo, Tapiture, Pinterest), while also writing feature stories and conducting interviews with tattoo artists, contributing to a monthly readership of 185,000.

Foreign Language Teacher

CENTER FOR TEACHING & LEARNING IN CHINA, August 2013–July 2014

- Instructed 225 high school students, through tailored 80-minute lessons, fostering enhanced conversational English skills with a focus on vocabulary, grammar, and seamless integration of IELTS and TOEFL components.

Editorial Intern

Rutgers Today, January 2012–May 2012

- Submitted feature stories, conducted photoshoots, and utilized Drupal CMS to upload and schedule weekly articles, ensuring high-quality content for publication on the Rutgers homepage and digital platforms.

EDUCATION

Rutgers, The State University of NJ

- Bachelor Of Arts, Double Major: Journalism & Media Studies, American Studies
- Minor: Women & Gender Studies

INTERESTS

Painting, Photography, Longboarding