

# Brian Casimano

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## Summary

Highly innovative, focused, and organized employee and entrepreneur with a track record of meeting and exceeding expectations in multiple professional environments. Eager to expand on existing professional development opportunities. Proficient with both Mac and PC systems.

## Education

Florida State University | Tallahassee, FL 32306 | Graduated: April 2016  
B.S. Marketing and Entrepreneurship – Summa Cum Laude – GPA 3.973

## Professional Experience

Florida State University – College of Business - Instructional Technologist **Dec. 2016 – Present**

- Provide educational technology support to over 120 faculty members and over 50 doctoral students.
  - This involves solving technical issues with the Canvas Learning Management System; designing ADA compliant course sites (face-to-face, online, and hybrid); and training these individuals on how to utilize lecture capture technology (e.g. Kaltura, Screenflow), third party tools (e.g. GoToMeeting) and the One Button Studio to enhance student learning.
- Manage the creation, production, and storage of almost all multi-media content produced for the college.
  - This includes the full production of academic content recorded in the One Button Studio and Online Learning Studio as well as promotional content produced for the college (eg. speakers series events, live panels, etc). Kaltura and Vimeo are utilized for content organization and distribution.
- Research and introduce new technologies that have allowed for a more innovative workspace and production of higher quality audio/video content.
- Develop digital and written media to train new hires on software and hardware used throughout the department, assist in authoring bi-weekly newsletters, and streamline the organization of our e-mail ticketing system to improve organization and communication within our office.

Florida State University – Office of Distance Learning - Blackboard User Support Specialist **Dec. 2015 – Dec. 2016**

- Lead the department by solving nearly 25% of over 2,000 support tickets submitted in 2016.
- Interacted, engaged, and solved issues for more than 100 faculty and students daily with the Blackboard Learning Management System.
- Produced LMS training material for faculty and students and gathered research for the university's Blackboard>Canvas LMS migration (acquired use data, compared new and existing tools, etc.)

Bankers Life & Casualty – Life, Health, and Annuities Insurance Sales Agent Intern **Jun. 2015 – Aug. 2015**

- Sold an annuity, one of the largest financial products the company offers, during my internship.
- Educated and supplied value (life & health insurance) to approximately 10 new customers daily.
  - Protected clients' assets by properly planning for a secure financial future.

Zimmerman Advertising - Account Service Intern/InfuZion Program **Jun. 2014 – Aug. 2014**

- Collaborated with a team of five to build an annual Advertising Campaign for AutoNation
- Recognized by Agency Executives & AutoNation client for our superior Advertising Campaign
- Produced work for Zimmerman's various clients in the following departments:
  - Strategy, Retail Account Services, Media Planning & Buying, Digital and
  - Social Media, Automotive Account Services, and the Post Production Studio.

## Achievements:

- (2018) FSU College of Business – We Choose Excellence Award
- (2014) FSU College of Business – Certificate of Business Research