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## **Brittany R. Casey, Director of New Projects**

*"The most unprofitable item ever manufactured is an excuse." – John Mason*

Brittany Casey has excelled in sales and marketing for over 20 years. Having started her career as a co-op student for Xerox Corporation while attending college, she traversed the gamut between large corporations and small family-owned businesses. In addition to taking advantage of her college's cooperative education program, Brittany was also a part of the School of Business Exchange Program studying at Sheffield Polytechnic in Sheffield, England. These noteworthy experiences have provided her with unique insight into the marketing of, and the selling to, a diverse cross-section of industries and people.

Brittany earned her Bachelor of Science Degree in Marketing from Rochester Institute of Technology. She competed as a collegiate athlete on RIT's swim team and supplemented her income by working in the Registrar's Office. After earning her B.S., Brittany began her post-collegiate career at a small company as Director of Marketing where she was a department of one and responsible for all aspects of the company's marketing programs including PR, collateral development, event planning and customer retention. Using that experience as a platform, she grew her career from marketing into sales and business development for companies such as Brother's Gourmet Coffees and John Alden Healthcare.

Over the years, she found her way into the world of Advertising where she flourished in both Sales and Account Management for two of the world's largest Recruitment Advertising Agencies. Due to her expert knowledge and ability to perform with poise in this highly-competitive space, it was only a matter of time before Brittany was recruited by an Internet startup where she spent her time riding the 'dot-com wave' as a Regional Sales Manager.

Brittany is currently Director of New Projects for New Venture Advisors where she guides her clients through the quagmire of interactive and traditional advertising as well as helps them capitalize on social media and inbound marketing techniques in order to grow their businesses. She works closely with each of her clients to identify personas, develop corporate visions and ultimately win customers through the use of proven strategies. She lends her expertise at all levels of conceptualization, implementation and the perpetual redefining of projects and opportunities. She is a Google Adwords certified professional and a Yahoo! Ambassador.