



Swanson Russell promotes Mills to PR strategist

Swanson Russell announces the promotion of **Casey Mills** in its Lincoln office. Mills was promoted to public relations, social media strategist. Since joining the agency as a public relations associate in 2014, Mills has launched or enhanced social media programs for Bad Boy Off Road, Blount Oregon, Runza



Mills

Restaurants, Dorothy Lynch, Propane Education & Research Council, SiteOne Landscape Supply and other clients.

In his new position, Mills is responsible for public relations program planning and management, as well as social media training and education for the agency. Mills formerly worked for the Oregon State University School of Nuclear Science and Engineering as a public information representative. Prior to that, he worked as a reporter for Arkansas Valley Publishing. He is originally from Burns, Wyo., and holds a bachelor's degree in media production from Hastings College and a master's degree in news editorial from the University of Nebraska-Lincoln.

Founded in 1962, Swanson Russell is a Nebraska-based marketing communications firm with offices in Lincoln and Omaha. In addition to working with local and regional clients, the full-service agency is nationally recognized for expertise in agriculture, health care, outdoor recreation, construction and the green industry. For more information about Swanson Russell's Real Connection approach to advertising, public relations, interactive and branding services, visit www.swansonrussell.com.