


CASEY C. ALCORN

MARKETING • COMMUNICATIONS • ADVERTISING

PROFILE

As a Senior Account Executive at Voice Media Group, V Digital Services, and Phoenix New Times, as well as an Account Manager at The Creation Agency, I was dedicated to full-funnel campaign strategy development and implementation. This included being an innovative analyst that specialized in working with multiple industries utilizing traditional, digital, and event marketing outlets scaled locally and nationally. As a Premier Google Partner, paid media assets including hyperlocal and PPC with paid social, and the level of access to the fulfillment team taught me how to take campaigns to the next level. Because of this, I developed a true passion for the strategic planning and fulfillment of marketing where I started my own agency, Cayseas. Now I am recognized as a leader in my industry. I seek to continue helping more businesses grow with my extensive knowledge of full-funnel marketing strategies utilizing best practices.

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EXPERIENCE

BUSINESS DEVELOPMENT & CASINO DEALER/MANAGER

2021 - Current

Dream Dealers | Scottsdale, AZ

Professionally trained by the ABC Casino School that can certify dealers. Corporate events, private parties, and fundraisers are my specialties as Casino Manager and Tournament Director. I am certified in dealing poker, blackjack, roulette, craps, pai gow, and other casino games. In addition to being hands-on with all aspects of the events, I also assist with business development by growing our event schedule by gaining and retaining new clients as well as recruiting and training new dealers.

CEO & OWNER

2008 - Current

Cayseas Marketing Agency | Scottsdale, AZ

Cayseas is a full-service marketing agency inspired by my previous marketing experience that offers branding, web design, social media, SEO, paid media, event marketing, email marketing, media buying, sales training, consulting, and analyzing businesses on multiple levels. Industry experience includes but is not limited to, food & drink, hospitality, HVAC, home improvement & repair, retail, eCommerce, events, and many more areas of expertise. Additional services for innovative campaigns based on campaign goals are available.

BARTENDER, LOCAL PR COMMITTEE & STATE SOCIAL WELFARE COMMITTEE

2022 - Current

Elks Lodge #2148 | Scottsdale, AZ

As a bartender and the Lead Trainer for new bar employees, additional responsibilities include but are not limited to receiving and organizing deliveries, merchandise sales, product inventory, shift reports, and new member recruiting. Volunteering on multiple committees allows me to assist in planning & promoting events, fundraising for local and state charity events, and Chairman to the Loyal Knight.

ACCOUNT MANAGER

2020 - 2021

The Creation Agency | Remote

Previously working remotely as Client Relations Manager at Creation Agency, I have been introduced to new B2B marketing approaches which have deep data analysis with optimization recommendations based on KPIs. As I immersed myself with new platforms built to execute strategies for webinars, podcasts, email campaigns, contingency workflows, paid media, and technical fulfillment, I was able to merge my previous experience of full-funnel marketing approaches with lead generation based strategies that scaled and resulted in an increase of efficiency and ROI for both the agency and the client.

SENIOR ACCOUNT EXECUTIVE

2014 - 2018

Phoenix New Times | Phoenix, AZ

Gaining the agency experience I received in this position, strategizing and selling full-funnel campaigns that specialize in working with multiple industries utilizing various mediums, provided me with the needed resources for me to grow with my passion for marketing. The advantages of being a Premier Google Partner also gave me a leading edge over the latest knowledge and trends of today's digital algorithms for digital advertising best practices. I assisted with training new hires in multiple positions and also ensured the efficiency of my clients' success with their campaigns as a whole. Specializing in working with industries such as food & beverage, automotive, events, home services, hospitality, manufacturing, retail, eCommerce, and others brought me to the top of the sales charts winning multiple awards nationally, and was consistently requested to assist with beta testing new assets.

MEDIA SPECIALIST

2008 - 2013

Eventvibe | Scottsdale, AZ & San Diego, CA

Becoming the Media Specialist for Eventvibe was the main role that introduced me to the marketing and photography industry. I started with photographing major events that were being published as well as managing the main Eventvibe.com webpage which provided me with the opportunity to start managing the promoters, dancers, and VIP guest lists for the clubs. My marketing responsibilities expanded with the company when I created and maintained the social media profiles for Eventvibe as well their clients' pages in both San Diego and Arizona.

MANAGEMENT & HOSPITALITY

2005 - 2014

Business Manager | Carrington Waterfront | Scottsdale, AZ | 2012 - 2014

Assistant Manager | Swift Rides | Scottsdale, AZ | 2010 - 2013

Supervisor | The Analytical Group | Scottsdale, AZ | 2009 - 2011

Server & Bartender | Max Sports Grille | Scottsdale, AZ | 2009 - 2011

Assistant Manager | South Beach Restaurant | Scottsdale, AZ | 2008 - 2009

Manager | Fusion Restaurant & Lounge | Scottsdale, AZ | 2005 - 2008

EDUCATION & CERTIFICATIONS

AZ State Certification

2021 - 2022

Mass Communications

2004-2015

General Studies

2006 - 2008

ABC Bartending & Casino School | Phoenix, AZ

Studied dealing poker, craps, blackjack, pai gow, roulette, other carnival games, and bartending

Walter Cronkite School of Journalism & Mass Communications | Arizona State University | Tempe, AZ

Alpha Gamma Delta Sorority & 2004 Presidential Debate

Associates of Arts & General Studies | Scottsdale Community College | Scottsdale, AZ

Studied abroad in Paris, France with the Interior Design and Photography programs

*For a list of additional certifications, awards, and skills, please visit caseyalcorn.com.