

# Casey C. Alcorn

Project Management | Digital Marketing | Data Analytics  
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Recognized for inventiveness in creating full-funnel marketing strategies utilizing UTMs and KPIs for tracked measurable results; and consistently staying ahead of industry trends, I am seeking a position where my professional experience can be showcased while utilizing my skillsets in a role with an opportunity to grow with the company,

## RELEVANT EXPERIENCE

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### **Team Lead Brand Ambassador • Paid Media | Betting Hero | Scottsdale, AZ | 3 Years**

- Managed paid media campaigns on X Ads (Twitter) designed using Adobe Creative Suite apps leading to WordPress landing pages and set up new tracking metrics with UTMs for GA4 for optimization efficiency, resulting in increased marketing strategy effectiveness.
- Field Trainer of new Brand Ambassador Sales Representatives using eShots and Slack.
- Relationship development with partnered bars and operators.
- New customer acquisition using promotional incentives for sports betting and social gaming apps including FanDuel, BetMGM, Ceasars, BetRivers, DraftKings, UnderDog, High 5, McLuck, etc.

### **Account Manager | The Creation Agency | Remote | 2 Years**

- Managed various B2B companies and introduced new marketing strategies including deep data analysis with optimization recommendations based on KPIs.
- Merging my previous experience of full-funnel marketing with lead-generation strategies that scaled and resulted in an increase of efficiency and ROI for both the agency and client allowed me to be introduced to new platforms built to execute campaigns for webinars, podcasts, emails, contingency workflows, paid media, and fulfillment.
- Proficient experience working with Slack, HubSpot, ClickUp, Asana, Google Analytics, Organic Social Media strategies, Meta (Facebook) Ads, LinkedIn Ads, etc.

### **Director of Marketing | Meningitis Foundation of America | Remote/El Mirage, AZ | 2 Years**

- Built a community for meningitis awareness by promoting education, vaccination, and eradication providing virtual support groups and forums to connect people from across the world relating to viral and bacterial diseases.
- Responsibilities include overseeing all marketing, communications, and technology departments utilizing platforms such as Asana, WordPress, MailChimp, Social Media, Google Ads, etc.

### **National Senior Account Executive | Phoenix New Times | Phoenix, AZ | 4 Years**

- Parent company and Premier Google Partner, Voice Media Group, expanded my national agency sales to include partnered media outlets including V Digital Services, AdCellerant, Marijuana Marketing Experts, multiple Metropolitan newsweeklies, and various events.
- Trained new hires in multiple positions specializing in industries such as food & beverage, hospitality, events, home services, retail, auto, e-commerce, and more.
- Full funnel marketing experience with social media, reputation management, digital display and email programmatic advertising, event marketing, print, organic & local SEO, paid media, video marketing, website design & development, branding, and campaign development based on goals measured by KPI reporting using UTMs and pixel tracking.
- Preferred marketing strategist for multiple businesses including Sanderson Lincoln, Bosa Donuts, Roka Akor, etc.

## AWARDS & EDUCATION

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- **Walter Cronkite School of Journalism & Mass Communications | ASU | Tempe, AZ**
- **Associates of Arts | Scottsdale Community College | Scottsdale, AZ**
- **Certificate of Completion for Title 4 Management Liquor Law Training | 360Training.com Inc**
- **Arizona State Casino Dealer Certification | ABC Bartending & Casino School | Tempe, AZ**
- **19 Awards for Phoenix New Times Account Executive of the Month**
- **5 Awards for Phoenix New Times Account Executive of the Quarter**
- **Top Rookie Performance for Phoenix New Times Best of Phoenix billing \$27,885**
- **Top Web Billing Performance for Phoenix New Times Best of Phoenix billing \$11,505**
- **Top National Seller of Programmatic Advertising for AdCellerant in 2016 & 2017**