

# Casey C. Alcorn

Digital Marketing | Client Success Manager | Analytics Specialist  
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Recognized for inventiveness in creating full-funnel marketing strategies utilizing UTMs and KPIs for tracked measurable results; consistently staying ahead of industry trends, I am seeking a position where I can showcase my creativity and utilize my digital marketing experience.

## RELEVANT EXPERIENCE

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### **Paid Media Specialist • Team Lead Brand Ambassador | Betting Hero | Scottsdale, AZ | 2023 - Present**

- 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 that resulted 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 | 2019 – 2021**

- 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 technical 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 | El Mirage, AZ | 2018 – 2020**

- 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 departments relating to marketing, communications, and technology utilizing platforms such as Asana, WordPress, MailChimp, Social Media, Google Ads, etc.

### **National Senior Account Executive | Phoenix New Times | Phoenix, AZ | 2014 – 2018**

- 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

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- **Phoenix New Times Account Executive of the Month:**  
January & July 2017, January, February, March, April, & May 2016, April, May, June, July, October, November, & December 2015, August, September, October, November, & December 2014.
- **Phoenix New Times Account Executive of the Quarter:**  
Q1 2016, Q2 2015, Q4 2015, Q3 2014, & Q4 2014.
- **Phoenix New Times Best of Phoenix Rookie of the Year 2015:**  
Top "Rookie" performer to receive the yearly award within the first 6 months with sales during the week of Best of Phoenix of \$27,885.
- **Phoenix New Times Best of Phoenix Top Web Biller 2016:**  
Top performer to receive the yearly award for web sales during the week of Best of Phoenix of \$11,505.
- **AdCellerant National Sales Competition Winner 2016 & 2017:**  
Top programmatic advertising seller nationally resulted in an all-expense paid trip to Cancun/Cabo for two, and an all-expense paid trip to Chicago for Lollapalooza for two.

## ADDITIONAL MANAGEMENT, HOSPITALITY, & COMMUNITY SERVICE

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Director of Operations | Cayseas Marketing Agency | 2008 - Present  
State Social Welfare Committeeman | Arizona State Elks Association | Arizona | 2022 - Present  
Business Development • Casino Dealer/Manager | Dream Dealers | Scottsdale, AZ | 2021 - Present  
Business Manager | Carrington Waterfront | Scottsdale, AZ | 2012 - 2014  
Media Specialist | EventVibe | Scottsdale, AZ & San Diego, CA | 2008 - 2013

## EDUCATION & CERTIFICATIONS

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**Walter Cronkite School of Journalism & Mass Communications | ASU | Tempe, AZ | 2004 - 2015**

Mass Communications & Media Studies | Alpha Gamma Delta | 2004 Presidential Debate

**Associates of Arts | Scottsdale Community College | Scottsdale, AZ | 2002 - 2008**

General Studies | Study Abroad in Paris, France - Interior Design & Photography

**X Ads (Twitter Ads) | Paid Media Ads Certification | 2024**

Certification for Paid Media X Ads

**Google Analytics Academy | Certificate of Completion | 2014 - 2023**

Google Analytics for Beginners Certification & Advanced Google Analytics Certification

**Certificate of Completion for Title 4 Management Liquor Law Training | 360Training.com Inc | 2024**

Certification for Bar Management and Liquor Law Training

**Arizona State Casino Dealer Certification | ABC Bartending & Casino School | Tempe, AZ | 2021**

Certification for casino gaming and card dealing licenses