



CASEY ROCK

- casey.m.rock@gmail.com
- +1 (435) 760-0102
- Logan, UT 84321

SKILLS

- Content Strategy
- Marketing Strategy
- Team Management
- Events Management
- Project Management
- Partner Management
- Social Media Management
- Communications & Media
- Writing, Editing, SEO
- Video & Audio

REFERENCES

Warren Woodward
Chief Growth Officer (CGO), Upptic
 warrenwoodward@upptic.com
 562-208-0815

Xander Agosta
Marketing Director, Upptic
 aagosta@upptic.com
 415-845-5754

REVIEWS

Casey was instrumental in multiple aspects of our marketing strategy. He owned and executed with excellence around a broad content marketing and events strategy, with work relating to podcast, live events, SEO, written and video content, and social media management. Casey is extremely versatile, organized and adaptive. He's a valuable asset to any organization.

Warren Woodward
Upptic CGO

Casey is someone who makes project management, scrum management, and sprint execution look easy. He is able to oversee complex projects from start to finish while seamlessly managing project stakeholders.

Thomas Hopkins
Fractional CMO

Casey and I worked together for several years and he was outstanding. We collaborated on content and presentations. Casey is a great communicator and very well organized. His ideas were always pitch-perfect for the audience and his easy presentation style is engaging. Working with him is a joy.

James Kosta
Comcast VP

PROFESSIONAL SUMMARY

15+ years experience in content, marketing, comms, and events. At Upptic, I oversaw a 200% increase in content generation. Combined with regular data analysis and iteration, organic lead growth increased 209%, website traffic increased 389%, Google clicks increased 130%, Upptic's average SEO rank moved up 15 spots, YouTube views increased 411%, LinkedIn engagement rate grew 7%, and X engagement rate grew 5%.

VIEW PORTFOLIO

bit.ly/casey-rock-portfolio



WORK HISTORY

Upptic – Content Manager October 2021 - March 2025

- Performed analysis to ensure performance-based content development.
- Produced and published podcasts, webinars, and blog articles.
- Created and distributed newsletters and marketing emails.
- Managed content calendar and marketing initiatives.
- Sourced writers, podcast guests, and webinar panelists.
- Organized live events, from venue selection to promotion.
- Oversaw social media and content distribution.

Superpeer – Head of Content June 2021 - March 2024

- Boosted Series completion rates by optimizing the content pipeline.
- Improved productivity by defining roles and streamlining tasks.
- Managed partners from onboarding to content creation.
- Coordinated video and marketing teams to meet deadlines.
- Worked with product teams to enhance Superpeer's offerings.
- Established best practices for content creation and marketing.
- Developed site content with marketing and design teams.
- Managed content distribution across digital and social channels.
- Ensured brand consistency through proofreading and editing.
- Provided feedback to partners and staff for content improvement.

Mobile Growth Association – Executive Content Director February 2018 - June 2021

- Led content strategy for all MGA events, nationally and internationally.
- Expanded event portfolio by 200%, growing from 4 to 12 events annually.
- Streamlined event content pipelines to boost productivity.
- Spearheaded the shift from physical to virtual events during COVID-19.
- Recruited and managed hundreds of high-profile global speakers.
- Oversaw multiple events simultaneously.
- Developed and executed marketing plans with the marketing team.
- Approved ad copy, social posts, emails, and graphics.
- Collaborated with designers to create compelling promotions.
- Produced reports identifying issues and providing solutions.
- Enhanced team efficiency through training and guidance.
- Managed on-site event teams to ensure seamless event execution.

Computer Games Association – Content & Production Manager May 2014 - January 2018

- Led social casino tracks for Casual Connect conferences.
- Shaped email, social media, video, and web content strategy.
- Supported on-site teams for seamless event execution.

Additional Work History: News Editor, News Writer, Social Media Manager

PROFICIENCIES

- Hubspot
- ChatGPT
- Google Suite
- Adobe Suite
- MS Office Suite
- WordPress
- Riverside
- Opus Clips
- Notion
- Asana