

# Casey Rock

Portfolio of Work

- Video Introduction
- Key KPI Contributions
- Writing & SEO
- Webinar Production
- Podcast Production
- Email Marketing
- Social Media
- Live Events

# Video Introduction



Click picture to go to video.

## Introduction & Background

- 15 years of experience in content and marketing across multiple disciplines.
- Expertise includes journalism, SEO, social media, blogs, podcasts, webinars, live events, analytics, video content, ad copy, video scripts, and more.

## A Recent Project I'm Proud Of

- Transformed semi-regular podcast into a high-performing content powerhouse.
- Leveraged AI tools to repurpose content into multiple formats (shorts, blogs, etc.).
- Boosted social media engagement, website traffic, and lead generation.

## Unique Skill Set & Adaptability

- Experience as a journalist, editor, conference organizer, and content strategist.
- Worked with influencers, executives, designers, advertisers, and sponsors.
- Highly adaptable and creative, capable of supporting a company's evolving needs.

## Career Aspirations & Work Ethic

- Seeking growth opportunities, skill expansion, and meaningful work.
- Values stability, work-life balance, and a collaborative environment.

## Commitment to Community & Values

- Believes in content marketing as a way to connect people and help them.
- Engages in volunteer work, community-building activities, and fostering kindness.

# Key KPI Growth Contributions at Upptic

200%

Content  
Generation  
Growth  
2021-2024

209%

Organic Lead  
Growth  
2021-2024

389%

Website Traffic  
Growth  
2021-2024

130%

Google Clicks  
Growth  
2023-2024

up 15  
ranks

Avg SEO rank  
improvement  
2023-2024

411%

YouTube Views  
Growth  
2022-2024

329%

YouTube Shorts  
Watch Time Growth  
2022-2024

8%

YouTube  
Retention  
Growth  
2022-2024

7%

LinkedIn  
Engagement  
Rate Growth  
2023-2024

5%

X (Twitter)  
Engagement  
Rate Growth  
2023-2024

# Writing & SEO

**Blog Pipeline Ownership:** Designed and streamlined the process at Upptic.

**Efficiency & Independence:** Reduced Marketing Director involvement, allowing them to focus on strategy.

**SEO & Content Strategy:** Researched top-ranking SEO keywords and competitor content. Developed optimized article outlines.

**Content Creation:** Wrote articles or sourced writers. Created graphics or collaborated with designers.

**Review & Editing:** Got Marketing Director feedback. Conducted final review and edits.

**Publication & Distribution:** Published on Upptic's website. Shared via social media.

**Impact:** Vastly increased blog output and improved content quality. Improved website SEO. Featured in Google Snippets, Gemini, ChatGPT. Boosted web traffic, warm leads, revenue.



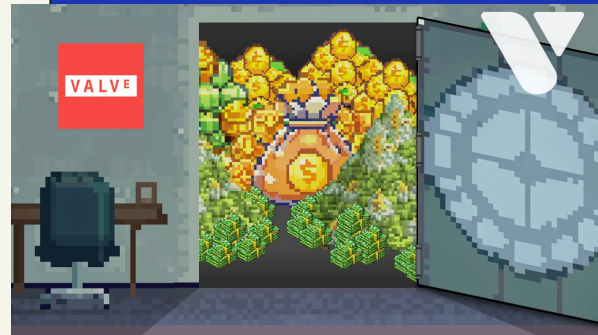
## Marketing Video Games: Game Launch Strategies That Work

### SEO Details

- 7 keywords in #1-3

### Organic Results

- 45 monthly clicks



## Valve structure, employment numbers, revenue revealed

### SEO Details

- 5 keywords in #1-3

### Organic Results

- 250 monthly clicks

# Webinar Production

**Initiated & Led Webinars at Upptic:** Started and spearheaded webinars as a whole at Upptic.

**Evolving Focus:** Initially aimed at thought leadership and brand awareness; now centered on product promotion and lead generation.

**Pipeline Ownership:** Was chiefly responsible for the webinar development and production process.

**Topic Development:** Suggested topics, collaborated with the Marketing Director, and drafted initial outlines.

**Panelist Management:** Onboarded and managed panelists.

**Marketing & Operations:** Handled platform setup, landing pages, registrations, and social media promotion; collaborated with designers on promotional materials.

**Post-Webinar Distribution:** Created website landing pages, uploaded to channels like YouTube, and shared across social media.

**Impact:** Expanded thought leadership, grew mailing list, and increased warm lead generation – contributing to revenue growth.



## Maximizing Games Growth with the Upptic Platform

### Results

- New email addresses added to database
- Multiple warm leads
- ROI-positive

### Notable Achievements

This webinar was done to debut and showcase Upptic's new SaaS platform. Where past webinars had been around thought leadership and brand awareness, this was product-focused and the core goal was to generate leads for the platform.

# Podcast Production

**Podcast Lead:** Was primarily responsible for production, with a focus on efficiency and scalability.

**Process Streamlining:** Aimed to increase output while reducing workload for hosts (CGO & Marketing Director).

**Topic & Guest Coordination:** Brainstormed with CGO & Marketing Director; managed guest onboarding.

**Production Planning:** Created season-wide production docs and initial episode outlines.

**Backend Management:** Handled recording setup, guest logistics, asset collection, and episode art.

**Finalization & Distribution:** Worked with videographer on episodes and viral shorts, wrote blog synopses, published on social media and website.

**Impact:** Improved podcast quality and increased podcast output (from roughly 2 episodes a month to 1 every week) – while freeing CGO & Marketing Director for other strategic work.



## Evolving Frontiers in Game Marketing Attribution (AppsFlyer, Gamesight, Spindl)

### Notable Achievements

- One of the most popular episodes of 2023
- Brought together big names in the industry
- Streamed 315% more than other episodes
- Entry point for 16% of new 2023 listeners
- Highlighted Upptic as an industry leader

# Email Marketing

**Email Marketing Lead:** Initiated and managed Upptic's email marketing efforts.

**Newsletter Expansion:** Launched a monthly content newsletter for our entire database – and later, a product newsletter for platform users.

**Promotional Emails:** Crafted and executed targeted promotional campaigns.

**Userbase growth:** Increased contacts through website CTAs, webinars, live events, and more.

**Impact:** Increased engagement and email output (from several emails a year to 1-2 every month) – boosting audience interaction and content engagement.

## Web3 & the Future of Gaming

Join leaders in blockchain gaming in our webinar

Hi there!

You've no doubt been hearing a lot about Web3 lately. Beyond the buzzwords, Web3 brings the dawn of a new era in gaming. How are you going to adapt to the changing landscape?

We are currently witnessing the first meaningful mass market implementations of blockchain technology in games. What happens as free-to-play and play-to-earn economies converge? How will you position yourself to be amongst the winners for the next era of gaming?

Join Upptic as we dig into the future of gaming with founders and visionaries from the blockchain gaming space including **The Sandbox**, **Yield Guild Games**, **Stardust**, and **Arrivant**.

[Register Now!](#)

Where

Upptic's Zoom Webinar Room


[Register Now](#)

When


January 27, 2022


2:00 PM - 3:00 PM PST

### Speakers





Sebastien Borget  
COO







Gabby Dizon  
Co-Founder







Atif Khan  
COO






Cedric Gamelin  
CEO





Warren Woodward  
COO



[Register Now!](#)

## Notable Achievements

- Up to 70% open rate
- Up to 7% click-through rate

# Social Media

**Social Media Management:** Posted regularly and grew Upptic's follower count organically.

**Content-Driven Strategy:** Leveraged podcasts, articles, and webinars for consistent posting.

**Maximizing Content Lifespan:** Used throwbacks and video shorts to extend engagement.

**Increased Output & Growth:** Boosted social media activity (from a few times a month to nearly every day), follower count (10s to 100s and 1000s), brand awareness, and lead generation.





# Live Events

## At Upptic:

- **Live Event Management:** Handled venue sourcing, banners, promotional materials, landing pages, sponsorship partners, lead targeting, social media, and eblasts.
- **Smooth Execution:** Ensured seamless on-site experiences – which generated strong leads.

## Prior Experience at MGA:

- **Event Expansion:** Scaled events from 4 to nearly 12 per year despite budget cuts and staff reductions.
- **Pandemic Pivot:** Led the shift from physical to virtual events, handling platform research and partner coordination.
- **Lasting Impact:** MGA still uses event templates and infrastructure I built, as noted by the company's president in 2023.

