

# Casey Rock

**Content Strategist | SEO / GEO / AIO Expert | Brand, Product, GTM Strategy | Social Media & Email Marketing | Cross-Channel Growth Lead | Podcast, Video, Webinar, Event Production**

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## SUMMARY

- **Profile:** Growth strategist with 15+ years driving cross-channel growth with web, email, and social media content. Expert in content development, SEO, GEO/AIO, and data-driven GTM strategy and product marketing. Skilled in brand voice and community building.
- **Expertise:** SEO, GEO, AIO, GTM strategy, product and content marketing, podcast and video production, social media and community management, event building, audience growth, AI-assisted workflows, blog writing, cross-functional collaboration, storytelling, brand voice

## CORE COMPETENCIES

- **Content Strategy & Execution:** Blog pipelines, SEO-driven content, GTM strategy, AI-assisted workflows, multi-format repurposing, editorial planning
- **Growth & Performance Marketing:** Organic lead generation, web traffic optimization, conversion-driven campaigns, platform analytics, newsletter engagement
- **Multimedia Production:** Podcast and webinar production, video scripting, audio/video editing collaboration, cross-channel distribution, graphic design conception
- **Community & Brand Voice:** GTM strategy, human-centered storytelling, tone development, values-driven messaging, audience trust-building, social media management
- **Event & Project Management:** Live/virtual event execution, cross-functional coordination, speaker sourcing, marketing ops, post-event amplification
- **AI Tools & Workflows:** ChatGPT transcript-to-blog creation, AI-assisted video repurposing, prompt engineering, context engineering, Suno audio generation, Riverside AI short creation

## KEY CAREER ACHIEVEMENTS

- **Performance Marketing Growth:** 209% organic lead growth, 130% organic clicks growth, 389% organic web traffic growth, content featured top of Google and by AI bots like ChatGPT
- **Building & Scaling Pipelines:** Increased MGA events portfolio by 200%, increased Superpeer partner onboarding by 50%, increased Upptic content output by 200%
- **Social Media Growth:** 411% YouTube view growth, 329% YouTube shorts watch time growth, 315% podcast engagement growth, 8% YouTube retention rate growth, 7% LinkedIn engagement rate growth, 5% X (Twitter) engagement rate growth
- **Email Marketing:** 70% open rate, 7% click-through rate

## PROFESSIONAL EXPERIENCE

**Upptic – Content Manager | October 2021 - March 2025**

- **Web:** 209% organic lead growth, 130% organic click growth, 389% organic web traffic growth
- **YouTube:** 411% view growth, 329% shorts watch time growth, 8% retention rate growth
- **Social Media:** 7% LinkedIn engagement rate growth, 5% X (Twitter) engagement rate growth

- **Content:** increased Upptic content output by 200%; 315% Spotify podcast streaming growth
- **SEO/ GEO:** Content featured top of Google, in Google Snippets, and by AI bots like ChatGPT
- **Email:** 70% open rate and 7% click-through rate; built and owned newsletter content
- **Management:** Content calendar, cross-channel campaigns, cross-functional collaboration
- **Partnerships:** Sourced and managed writers, guests, panelists for content initiatives
- **Production:** Built and owned blog, webinar, podcast, video, email, and social pipelines
- **Distribution:** Owned content distribution across social channels, partners, media outlets
- **GTM Strategy:** Collaborated with Marketing Director, CGO on SaaS GTM strategy, content

#### **Superpeer – Head of Content | June 2021 - March 2024**

- **Partnerships:** Built and owned partnership pipeline, increased partner onboarding by 50%
- **GTM Strategy:** Worked with CEO, CTO, CMO on development of GTM content and partners.
- **Ops Optimization:** Increased on-time delivery rate by 25% through streamlined pipelines
- **Product Optimization:** Improved feature approval 7% by interviewing partners, consumers
- **Management:** Managed partner onboarding and guided content development
- **Brand & Voice:** Established content and marketing best practices across departments
- **Content Creation:** Led web content creation and distribution across social, digital channels
- **Quality Assurance:** Ensured brand consistency through editing, QA, and content feedback

#### **Mobile Growth Association – Executive Content Director | Feb 2018 - June 2021**

- **Events Growth:** Grew event portfolio by 200% through directed global content strategy
- **Partnerships:** Increased speaker recruitment by 100%, managed hundreds of speakers
- **Pivoting:** Transitioned from live to virtual events during COVID-19 and scaled content
- **Marketing:** Built integrated marketing plans, worked with designers, approved content
- **Management:** Trained teams and led on-site execution to ensure smooth event delivery
- **Optimization:** Produced reports to identify issues and implement improvements

#### **Computer Games Association – Features Editor & Event Manager | May 2014 - Jan 2018**

- **Content Strategy:** Led social casino content, partnerships for Casual Connect conferences.
- **Marketing:** Collaborated on email and social campaigns to drive event engagement.
- **Editorial:** Edited, published contributor content, industry spotlights, feature articles.
- **Journalism:** Conducted interviews with top voices in the gaming industry.
- **Video Production & Distribution:** Produced and distributed conference videos on YouTube.

#### **Herald Journal – Web & Social Director, News & Features Writer | May 2010 - July 2015**

- **Content Strategy:** Directed content strategy in SEO, improving site performance 15%.
- **Management:** Led a 17-person digital team, ensuring brand consistency across platforms.
- **Marketing:** Launched digital newsletters, social campaigns, and a full site redesign.
- **Writing:** Developed and wrote high-impact, audience-driven articles.

## **PROFICIENCIES**

- **Marketing & Engagement:** Hootsuite, Hubspot, Google Analytics, Google Search Console, Eventbrite, Splash, Yoast, Semrush, SEO Surfer, Moz Pro, Mailchimp
- **Project & Workflow Management:** Asana, Notion, Jira, Trello, Airtable, Scrum-like
- **Content Tools:** WordPress, Webflow, Notion, Canva, Adobe CS, MS 365, Google Workspace
- **Audio, Video, Streaming:** Riverside, OBS Studio, StreamYard, Restream, Zoom, Adobe CS
- **Social Media Management:** Facebook, Instagram, X (Twitter), LinkedIn, YouTube, TikTok
- **AI & Automation:** ChatGPT, NotebookLM, Riverside, Opus Clips, Suno, Claude, Perplexity, AirOps, Descript, Otter