



Casey Rock

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Skills

- Content & Marketing Strategy
- Project & Team Management
- Event Planning & Execution
- Social Media Management
- Partner & Stakeholder Relations
- Writing, Editing & Copywriting
- SEO (Search Engine Optimization)
- Video & Audio Production
- Marketing Communications
- Cross-Functional Collaboration

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

Content marketing leader with 15+ years of experience in digital content strategy, media communications, and live events. At Upptic, I executed data-driven strategies that improved key marketing KPIs: organic leads (+209%), website traffic (+389%), and Google search clicks (+130%). I improved average SEO rank by 15 positions – with articles referenced by Google Snippets, ChatGPT, Gemini, etc. I grew engagement across major platforms – YouTube (+411%), LinkedIn (+7%), and X/Twitter (+5%). Proven success in aligning content with growth goals, optimizing multi-channel distribution, and driving measurable marketing impact.

View Portfolio

opendoorpolicy.us/casey-rock-content-marketing/

Work History

Upptic – Content Manager

October 2021 - March 2025

- Planned and promoted live events.
- Produced podcasts, webinars, blog posts, newsletters, marketing emails.
- Sourced writers, guests, and panelists to support content production.
- Managed the content calendar and cross-channel campaigns.
- Distributed content across social media and owned platforms.
- Data-backed strategy grew web traffic (+389%), organic leads (+209%).
- Content featured in Google Snippets, ChatGPT, Gemini.
- Improved SEO rankings by 15 positions.

Superpeer – Head of Content

June 2021 - March 2024

- Managed partner onboarding and guided content development.
- Boosted partnership productivity by optimizing content workflows.
- Improved team efficiency by streamlining tasks and clarifying roles.
- Aligned marketing, product teams to hit deadlines, enhance features.
- Established content and marketing best practices across departments.
- Led web content creation and distribution across social, digital channels.
- Ensured brand consistency through editing, QA, and content feedback.

Mobile Growth Association – Executive Content Director

February 2018 - June 2021

- Directed global content strategy, growing event portfolio by 200%.
- Transitioned events to virtual during COVID-19 and scaled content.
- Recruited and managed hundreds of global speakers across events.
- Built integrated marketing plans and approved all promotional content.
- Trained teams and led on-site execution to ensure smooth event delivery.
- Produced reports to identify issues and implement improvements.
- Partnered with design on event branding and collateral.

Computer Games Association – Features Editor & Event Manager

May 2014 - January 2018

- Led social casino content, partnerships for Casual Connect conferences.
- Collaborated on email and social campaigns to drive event engagement.
- Edited, published contributor content, industry spotlights, feature articles.
- Conducted interviews with top voices in the gaming industry.
- Produced and distributed conference videos on YouTube.

The Herald Journal – Web & Social Media Director, News & Features Writer

May 2010 - July 2015

- Led a 17-person digital team, ensuring brand consistency across platforms.
- Launched digital newsletters, social campaigns, and a full site redesign.
- Directed content strategy and SEO, improving site performance.
- Developed and wrote high-impact, audience-driven articles.

Tools & Platforms

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