

CASEY SULLIVAN

Senior Marketing Leader

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801.997.1001

Linkedin.com/in/caseyssullivan

CAREER SUMMARY

An entrepreneurial marketing leader with MBA. 13+ years in marketing leadership for SaaS start-ups. Data-driven, analytical and strategic, leader of tactical execution. Player/Coach mentality. Willing and fast learner. Coach, mentor, and teacher.

- Optimized marketing processes for a small liberal arts college to exceed lead generation targets by nearly 28%, grow email open rate to exceed 40% on average, which led to enrollment growth in opposition to industry trends
- Organically built and led a successful e-commerce company, developed the go-to-market strategy for launching two brands with multiple products under each brand
- Optimized marketing strategy to reduce the cost of customer acquisition by 27%

AREAS OF EXPERTISE

Demand Generation

- Account Based Marketing
- Segmentation
- Engagement
- Event strategy & management
- Paid Search and retargeting

Product Marketing

- Content strategy & creation
- Email marketing and automation
- Analytics & A/B testing
- Nurture campaigns
- SEO/SEM/Social
- ICP development

Marketing Leadership

- Budget administration
- Team building & leadership
- Brand identity & awareness
- Vendor management
- Cross functional teamwork

PROFESSIONAL EXPERIENCE

Marketing Director

Edcura/Columbia College Hollywood

Jan 2021 – Present

Remote

A private equity-backed higher ed firm specializing in data-driven marketing, recruiting, and strategy.

- Led multichannel demand generation marketing campaigns that exceeded lead generation target numbers by 27.8%
- Revamped marketing automation processes to segment nurturing programs increasing lead score and engagement resulting in >200% increase in open rates and click rates
- Optimized lead nurturing campaigns to increase lead to app conversion by 1.8 percentage points and increased lead to start conversion rate 3.2 percentage points over pre-pandemic numbers

Marketing Director

Mobile Coach

Nov 2016 – Oct 2020

Provo, UT / Remote

Bootstrapped startup with a leading chatbot platform for HR, customer service, and sales & marketing.

- Overhauled marketing strategy and budget to align with company intent to bootstrap while accelerating revenue growth of 40%+ annually
- Reduced average cost of customer acquisition by 27% by reorganizing marketing priorities and aligning marketing efforts with sales to optimize lead to deal conversion rates
- Expanded the brand awareness internationally to the United Kingdom and Australia through a coordinated communications campaign, industry awards, and event strategy

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President/Co-Founder

Blue Market

Jan 2012 – Jan 2017

Orem, UT

A multi-channel ecommerce retailer focused on niche candies, care packages, and games.

- Led company success and continued development from inception as a co-founder; achieved consistent revenue growth, achieving up to \$750,000 in annual revenue by year three
- Spearheaded the strategic and creative development of 2 in-house brands and respective products, executed GTM strategies, growing the brands and products to be a core part of business
- Hired and supervised a team of 4 employees and managed warehouse operations and logistics

Marketing Manager

Change Anything

Jan 2011 – Dec 2011

Provo, UT

Early-stage tech startup dedicated to influencing positive changes in personal behaviors of users worldwide.

- Designed brand messaging and created engaging content for weekly newsletters that captured a 20% open rate and CTR of more than 14%
- Instrumental contributor in strategic vision initiatives that produced a 650% growth in qualified leads
- Orchestrated target audience marketing campaigns that accelerated web traffic and new user acquisition

Marketing Director

Unalisys

May 2009 – Sep 2010

Newnan, GA

SaaS provider in the medical industry aiding in the management of the patient and insurance billing process.

- Devised marketing strategy that utilized SEO, SEM, PPC, email marketing, and social media to drive increases in website traffic and growth in lead generation
- Developed a partner marketing program to leverage existing partner relationships to grow sales opportunities while ensuring partners had access to critical collateral
- Supervised operational efficiency of two marketing associates; coordinated budget development, trade show attendance, event marketing efforts, and creation of innovative marketing collateral

EDUCATION

Master of Business Administration (MBA)

Isenberg School of Management, University of Massachusetts, Amherst, MA

Honors Graduate, 3.86 GPA, Beta Gamma Sigma, Graduate Assistantship Recipient

Bachelor of Arts, History

Brigham Young University, Provo, UT

3.64 GPA, University Scholarship Recipient, Student Academic Journal Contributor

SKILLS

- G-Suite, MS Office
- Adobe Illustrator
- Google Analytics
- Unbounce
- Zapier
- HTML5, CSS3, SQL
- ActiveCampaign, MailChimp, Hubspot
- Pipedrive, Salesforce
- Wordpress
- Looker, Google DataStudio