

Casey Witcher

✉ sandiegocasey@gmail.com 📞 6197776153 🌐 in/caseywitcher 🌐 https://www.caseywitcher.com

SUMMARY

Seasoned marketing professional with 25 years of experience working with corporate, SaaS, and retail businesses to build successful, data-driven marketing initiatives. My expertise lies in building relationships, creative problem-solving, and strategic planning.

EXPERIENCE

DIRECTOR OF DIGITAL STRATEGY

CWdynamic

November 2023 - Present, Elgin, IL

- Develop and implement strategies to improve CX, sales, and acquisition. Average 25% increase per client with no adspend.
- Created/improve website content, SEO performance, resulting in an average 150% increase in organic traffic for clients.
- Implement and leverage GA4 to consistently measure and adjust performance to maximize engagement and desired KPIs.

MARKETING MANAGER

Sath Inc

January 2021 - March 2023, Schaumburg, IL

- Implemented Marketing initiatives, CRO, and tactics to increase email acquisition by +1000%.
- Developed Social & SEO strategy increasing organic traffic and impressions by 642%.
- Designed on-page creatives, content, videos, and lead magnets, increasing discovery calls by 1200%.
- Created personalized outbound process, e.g., Ai videos and dynamic cold emails to convert prospects.

PROJECT MANAGER

Rhino Group

February 2019 - February 2021, Huntley, IL

- Provided scope and project management for builds, re-platforming, and re-designs for local and national brands.
- Advised digital marketing strategy and opportunities per business goals for over 100 clients.
- Managed SEM, SEO, and email campaigns producing positive ROI for 10+ clients with Custom GDS reports.

E-COMMERCE MANAGER

TUK Shoes

March 2014 - March 2017, Poway, CA

- Implemented strategies improving CVR by 50% and revenue by 60% with a smaller marketing budget.
- Directed all B2C e-Commerce departments; Marketing, Amazon FBA, Marketplace, and Customer Service.
- Automated forecasting & review of OKRs, CVR, ROAS, Margins, and Churn, across all channels.

MARKETING DIRECTOR

GlamourDog.com

January 2003 - February 2014, San Diego, CA

- Launched a retail website and B&M locations achieving \$5mm in net sales over ten years.
- Hired and trained a fluctuating staff of over 30 employees and Managers.
- Delivered over 80K orders and 200K products to 70+ countries.

PROJECTS

PROFESSIONAL TUTOR

Wyzant • March 2023 - June 2023

- Professional instruction for adults and students in Graphic Design, Web Development, and Marketing
- Advised the Marketing Director At Fibre Optics Corporation On New launch Message Strategy
- Designed New architecture for existing e-Commerce Site facing Security and usability issues

COURSEWORK

THINKFUL FULL STACK DEVELOPMENT

San Diego CA • 2018 • Full Stack Development Node.js, React, MongoDB, HTML, CSS, JS

SKILLS

Marketing - Copywriting, Strategy, ABM, Cold Email, Social, ECom, Analytics, SEM, SEO, CRO, Beh.Psy.

Graphic Design - Web UI/UX, CRO, Print Media, Video Production

Software - Various: CRM, CMS, ESP, Social Automation, WebDev, Adobe, Figma, Canva, Ai Tools, and Many others.