

# CASEY MACK

Sales Marketing, MarTech, & Web Full Stack.

**CASEYMACK@GMAIL.COM**

**(682) 241-2177**

**D/FW METROPLEX IN TEXAS (OR) REMOTE**

## SKILLS

- Project management
- 15+ years of hands-on creative design in print & web for companies large and small.
- Full-stack website strategy, database development, and content management in Wordpress, Microsoft, Kentico 13, Javascript, Node.js, handlebars, markup, html / css / bootstrap.
- Marketing automation & optimization.
- Digital marketing / SEM / SEO / Social Media.
- UI/UX mobile-first designer.
- CX Lead strategy - Web forms / call center / email / SMS / and direct mail automation.
- Content specialist of CRM and CMS platforms.
- Management of technology, IT support, developer, marketing, & sales teams
- Technical support & customer service.

## SOFTWARE and SAAS

- **ENTERPRISE:** Google Cloud, Google Workspace, Google Search Console, Google Analytics, Microsoft 365, Microsoft Sharepoint
- **ADOBE:** Creative Suite, Adobe Indesign, Adobe Photoshop, Adobe Target, Adobe Analytics
- **PROJECT:** Jira, Asana, Workfront, Invision, ServiceNow, Trello, Atlassian, Confluence
- **CMS:** Wordpress, Kentico, Joomla, Greenorbit
- **CRM:** Salesforce, TotalExpert, Hubspot
- **MARTECH:** MailChimp, SendGrid, Marketo, Godaddy, Shopify, Figma, Canva, Stripe, Zapier, Freshworks, Zoho, Keap, AdWords, SEMrush, ActiveCampaign, Experience.com

## EDUCATION

**Texas A&M University, 1998-2002**

B.S. in Management of Information Systems  
College Station, Texas

## **ABOUT ME**

A creative marketing and technology pro who excels in building new digital solutions for cross-functional org efficiencies that increase ROI and reduce cost.

I am proud of my work supporting the implementation of a wide variety of diverse solutions for co-workers and customers across product, technology, web, sales, and marketing orgs.

My hobbies include golf, gardening, coaching, & music.

## WORK HISTORY

**- Product Manager at Guaranteed Rate, Inc**  
Dallas-Fort Worth, Texas | Dec 2021-Feb 2023

- Project manager for .com, consumer direct, & corporate marketing for rate.com and 9 joint-venture websites.
- Product owner for multiple internal platforms - Wordpress, Kentico 13, GreenOrbit, & TotalExpert
- Manage web content production activity across 9 websites & corporate intranets reaching over 3 million users per month.
- Website optimization with Adobe Target, SEMrush, and Google Search Console.

**- Sr. Digital Marketing Manager at Stearns Ventures**  
Lewisville, Texas | Jan 2021-Dec 2021

- Team lead for development, content management, and rollout of 12 new company websites.
- Martech specialist working cross-functionally with product, tech, and marketing departments.

**- Chief Marketing Officer at Legacy Housing Corp**  
Bedford, Texas | May 2015-Jan 2021

- Sales marketing strategy & technology management for a publicly traded homebuilder.
- Executed all website & marketing strategy, helping company grow from \$30M to \$200M per year in revenue from 2008-2020.
- Investor relations and customer comms.
- On-premise and digital sales strategy for 100+ member sales teams across 15 offices.
- Managed multiple orgs and reported to the CEO and board of directors.

**- IT Marketing Manager at Legacy Housing, LTD**  
Fort Worth, Texas | Aug 2008-May 2015

**- Creative Director at Love Style, Inc.**  
Fort Worth, Texas | May 2006-July 2008

**- Digital Marketing Director at Smith Music Group**  
Fort Worth, Texas | May 2003-Feb 2006