

Casey Bright

GROWTH MARKETING | DEMAND STRATEGY | PEOPLE LEADER

(908) 399-4983 | cbright23@gmail.com | San Diego, CA | [LinkedIn](#)

Over my 15 year career, I've led and directed the execution of global marketing strategies at startups, agencies, and Fortune 500 companies. I've managed 10-20 acquisition-focused marketing teams and \$1-15M+ budgets. I aim to learn about your company's goals, audiences and markets to build brand strategies, communication plans and integrated marketing campaigns – pairing digital & offline channels, website optimization, and lifecycle / automation – to generate a pipeline of qualified leads and, in turn, ROI for your business.

PROFESSIONAL SKILLS

Growth & Brand Strategies | Demand Gen Roadmaps | Campaign Development | Team Leadership | Analytics & Reporting | Lead Scoring & Routing | Cross-Functional Collaboration

WORK EXPERIENCE

Flock Freight, San Diego — Senior Director, Demand Generation

September 2021 - June 2023

- As a part of the senior leadership team, built the first Demand Generation function at Flock Freight, driving a 5x increase in MQLs in 2022 while also reducing the lead to first order date close time by 38%.
- Managed a 15-person growth marketing & inbound sales team, which included demand generation marketers, website optimization managers, SDRs, Inbound Account Executives and Inbound Account Managers tasked with driving, qualifying, closing, and onboarding new customers.
- In Q1 2023 alone, delivered more than \$30M in marketing-generated revenue, 3x LTV:CAC, and by April my Inbound team was generating ~70% of the company's total net new starts.
- Worked with Marketing Operations, IT, Analytics and Sales to overhaul the CRM in order to implement lead scoring/grading, automations, and the classification of and reporting on the company's ICP (ideal customer profile) accounts.

Interim Head of Marketing

December 2021 - May 2022

- Acted as Interim Head of Marketing for 6 months, during which time the department increased its lead pipeline by over 40% while decreasing CPL (cost per lead) by 70%.
- Created the projections model that enabled the new CMO to secure 4x marketing budget and 2x headcount.
- Built foundational materials (customer personas, product positioning, communications maps, brand hierarchy, budgets, reports, KPIs) and onboarded new personnel, agencies, and martech systems.

Coyote Logistics, Chicago — Vice President, Global Demand Generation
July 2018 - September 2021

- Built and led the \$5B UPS-owned company's first Demand Generation team that focused on lead generation and nurture, content marketing, social media, field marketing / sales enablement, market research studies, and event & partnership management.
- Worked closely with digital marketing, sales, customer experience, product, C-suite leadership, and UPS marketing leadership to deliver qualified North American & European prospects.

USG, Chicago — Integrated Marketing Manager
June 2017 - July 2018

- Managed a multi-million dollar budget, one employee and oversaw all brand marketing efforts to promote the company's largest and most successful product line, Sheetrock® brand drywall.
- Drove sales among builders/contractors, architects and large retailers (Lowe's and Menards) for a new eco-friendly product — shifting the narrative on sustainability, while driving QoQ improvements to revenue.

gyro, Chicago — Account Director
October 2013 - June 2017

- Oversaw the accounts in my group, including John Deere, MiTek and Nucor Steel.

Symmetri Marketing Group, Chicago — Sr. Account Executive
August 2012 - October 2013

- Led several B2B global accounts while at Symmetri, including DENTSPLY, a dental manufacturer, and Mitsubishi Plastics.

The Halo Group, New York City — Sr. Account Executive
February 2011 - June 2012

- Retained profitable relationships with B2C clients, including a medical school (St. George's University), a luxury consumer appliance manufacturer (Liebherr), and a hotel/casino resort (Mount Airy Casino Resort).

Oxford Communications, Lambertville, NJ — Account Executive
June 2008 - February 2011

- Managed agency's largest B2C account, QuickChek, a popular convenience store chain.

EDUCATION

Towson University, Baltimore, MD — Bachelor's in Mass Communications (PR and Advertising)
September 2004 - May 2008

TECHNICAL SKILLS

- **Analytics:** SEMrush, Google Analytics, Google Data Studio, Moz, Tableau, Mode, Excel
- **CRM/Automation:** Salesforce, Hubspot, Pardot, Marketo
- **Other:** Outreach, Wordpress, Lucid, Monday.com, Google Suite, Microsoft Office, Canva, SurveyMonkey, Google Ads, LinkedIn Campaign Manager, Facebook Ads