



Casey Bright

GROWTH MARKETING | CAMPAIGN STRATEGY | PEOPLE LEADER

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| [Portfolio Site](#)

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PROFESSIONAL SUMMARY

Over my 17-year career, I've led global marketing strategy, budgeting, and pipeline growth for high-growth startups and Fortune 500 companies—generating millions in ROI. My experience spans building and scaling marketing teams (5–20 people), driving measurable ROI through demand generation and content strategy, and leading [award-winning campaigns](#) and [website initiatives](#).

PROFESSIONAL SKILLS

Growth Marketing Strategy | Demand Generation | Product Marketing | Brand Positioning & Messaging | Revenue Forecasting | Campaign Development | Data Analytics & Reporting | Website Builds & Rebranding | Conversion Rate Optimization | Sales Enablement | ABM | Lead Scoring | Content & Social Media Strategy

WORK EXPERIENCE

Passport — Remote

VP of Marketing

September 2025 – Present

Senior Director of Marketing

November 2023 – August 2025

Lead global marketing for Passport, a fast-growing ecommerce solutions provider helping brands like Dolls Kill, Ogee, OneSkin, HexClad, and Ridge expand profitably to over 190 countries. Built and scaled a high-performing international marketing organization spanning content, product marketing, demand generation, and sales enablement.

In two years, I've driven transformative growth across the funnel:

- **Increased lead volume by over 160% and MQLs by 193%** with little incremental investment.
- Grew marketing-sourced **revenue/bookings by 214%**, from **\$1.85M to over \$5.8M** per year.
- Elevated marketing's contribution to total company revenue from **5% to 25%**, positioning the function as a core growth driver.
- Directed the company's **rebrand, website redesign, and domain transition** to passportglobal.com, while increasing **ranking authority**, as well as new user traffic and organic performance.
- Implemented a **full-funnel strategy** that integrated content, digital, and event marketing to build awareness, accelerate conversions, and improve attribution.
- Partnered cross-functionally with Sales, RevOps, and Product to enhance lead scoring, reporting, and enablement, improving pipeline efficiency and win rates.
- Generated hundreds of podcasts and media features, as well as thousands of new backlinks.

- Championed continuous brand storytelling through thought leadership, research, and partnerships that strengthened Passport's position as the **#1 alternative to industry giant Global-e**.
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Flock Freight — San Diego, CA

Sr. Director, Demand Generation

September 2021 – June 2023

Interim Head of Marketing

December 2021 – May 2022

- Built the first Demand Generation function, driving a **30x increase in MQLs** and generating ~70% of new business.
 - Managed a **15-person team** across marketing and inbound sales (SDRs, AEs, and AMs).
 - Partnered with Sales, IT, and Analytics to **rebuild CRM processes**, introducing lead scoring, ICP targeting, and automated workflows.
 - Delivered **3x acquisition growth** and improved CAC:LTV—surpassing outbound performance for the first time.
 - Drove a **40% increase in pipeline** and reduced cost per lead by **70%**.
 - Developed a marketing forecast model that secured **4x budget and 2x headcount**.
 - Created foundational materials (personas, reports, KPIs) and onboarded new teams, agencies, and tech systems.
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RXO (formerly Coyote Logistics) — Chicago, IL

VP, Global Demand Generation

July 2018 – September 2021

- Built and led the first global demand gen team for Coyote Logistics, a **\$5B UPS-owned company**.
 - Managed integrated lead generation, content, social, field marketing, research, and events.
 - Partnered with UPS marketing and C-level leadership to align global pipeline and revenue objectives.
 - Launched the [Coyote Curve campaign](#), which became an industry benchmark for logistics thought leadership and is still used by RXO today.
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USG Corporation — Chicago, IL

Integrated Marketing Manager

June 2017 – July 2018

- Managed a **multi-million-dollar marketing budget** for the company's largest product line, **Sheetrock®**.
 - Oversaw omnichannel campaigns for [eco-friendly drywall products](#), driving consistent QoQ revenue gains.
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gyro — Chicago, IL

Account Director

October 2013 – June 2017

- Directed integrated campaigns for **John Deere, MiTek, and Nucor Steel**, delivering [AdAge and AdWeek award-winning programs](#).
 - Oversaw strategy, creative, digital, and event activations as an embedded client partner.
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Symmetri Marketing Group — Chicago, IL

Sr. Account Executive

August 2012 – October 2013

- Led global B2B accounts including [DENTSPLY](#) and **Mitsubishi Plastics**.
 - Drove positioning, campaign development, and client growth strategy.
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The Halo Group — New York, NY

Sr. Account Executive

February 2011 – June 2012

- Managed key B2C accounts in education, luxury appliances, and hospitality.
 - Oversaw omnichannel campaigns for **St. George's University, Liebherr**, and [Mount Airy Casino Resort](#).
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Oxford Communications — Lambertville, NJ

Account Executive

June 2008 – February 2011

- Managed the agency's largest B2C account, **QuickChek**, and developed its first **social media strategy**, helping gain [100K+ followers](#).
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EDUCATION

Towson University — Baltimore, MD

Bachelor's in Mass Communications (PR and Advertising)

September 2004 – May 2008

TECHNICAL SKILLS

Ads/ABM: Google Ads, LinkedIn Campaign Manager, Meta Ads, 6sense, Demandbase, YouTube, MNTN

Analytics & CRM: SEMrush, Google Analytics, Tableau, Mode, Excel, Salesforce, Hubspot

Sales Enablement: Outreach, Salesloft, Notion

Content/Web/UX: Uberflip, Wordpress, VWO, Lucid, Sprout Social