

Casey Cluff

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PROFESSIONAL SUMMARY

As an Account Marketing Manager, I act as the face of The Designory for each of my clients. It is my business to know their business, to absorb their brand DNA, to become and amplify their brand voice. I develop these strategies and pitch the marketing and creative concepts, managing their implementation to drive growth within each business unit. Whether it is social media strategy, demand generation, web design, branding, or creative concepts I have done it for one client or another.

ACCOMPLISHMENTS

- Developed the highest performing video for Seagate to date (250K views). Combining viral content with a new product launch.
- Executed creation and transcreation of tens of thousands of assets supporting multiple campaigns and product launches.

WORK HISTORY

Account/Community Manager

The Designory – Long Beach, CA; 02/19 - Current

- Developed creative copy and content for Seagate and LaCie channels.
- Manage content scheduling and community management for US and LATAM regions
- Maintain paid media budgets and spending
- Developed numerous audiences and paid strategy to optimize ad spend
- Create out of scope video that generated over 200k views across channels
- Oversee freelance teams to recreate and translate thousands of assets
- Act as the client's eyes on all creative, to meet expectations across all amazon campaigns
- Successful execution led to new SOW with 4 new teams within Amazon
- This increased billings by 100% over the past 18 months
- Managed freelance teams as needed for Amazon Prime Day, Holiday, Black Friday, and Cyber Monday meeting all deadlines and client needs

Account Coordinator

The Designory - Long Beach, CA; 03/18 - 02/19

Reporting directly to the Global Brand Leader, I supported the Nissan and Infiniti account teams in Nashville, Paris, Long Beach, Tokyo, and Hong Kong. As well As:

- Creating client presentations to increase engagement and win new production work. Incorporating brand voice to expand client brand vision and strengthen partnership.
- Increase account productivity by managing status documents to ensure each project is moving forward.
- Creating case studies for new business pitches.

SKILLS

- Team leadership
- Project management
- Campaign management
- Strong communication
- Power Point / Presentation
- Analytics & Reporting
- MS Suites
- Social Strategy
- FB, IG, YT, LI, and TW
- Paid Media - Social
- Global Product Positioning
- Photography

EDUCATION

University of Utah

Salt Lake City

2015

Bachelors of Science

Strategic Communications/
Advertising

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WORK HISTORY CONTINUED

Project Coordinator/ Jr. Community Manager

The Designory – Long Beach, CA; 11/17 - 03/18

Supported Sr. Program Manager, and the team in all aspects of the business as a whole with the trafficking, and maintaining high levels of detail and communication.

- Lead internal routing of production files and workflow through each discipline.
- Troubleshooting production problems, loose ends, and outstanding questions.
- Maintain procedures and company systems to ensure optimization of time for efficiency.
- Review creative with client, and deliver final assets on time.
- Manage day-to-day community management of client social channels, including: publishing, editorial calendar, competitive listening, trend identification to brand guidelines including FB, TW, IG, LI, and YT
- Maintain publishing calendars and collaborate with agency teams to align social media content with client marketing and PR campaigns.
- Response protocols, while demonstrating a keen understanding of visual content as it relates to written social media communication.

Project Coordinator, Freelance

Sapient Razorfish – El Segundo, CA; 07/17 - 11/17

Working with creatives, developers, and client engagement team members to deliver top tier digital content and new vehicle launches for.

- Use the content Management system (CMS) to place content for new web pages.
- Implement site content updates in response to new and changing client needs.
- Collaborate with other members of the team to resolve content issues.
- Validate content look/functionality against copy decks provided by copywriters.
- Assist in managing and tracking of assets for creation of new pages.

Account Intern, Social Media

Innocean USA – Huntington Beach, CA; 05/16 - 09/16

Worked as a coordinator for Account Supervisor and Director trafficking creative assets from start to finish. Created and reviewed creative decks to ensure that consistent brand vision and voice was maintained prior to pitch.

As well as:

- Collaborate with creative team to brainstorm viral content for social channels
- Created competitive analysis reports
- Maintain detailed notes of client contact reports and status sheets

TOOLS

- Excel
- Power Point/Keynote
- Opal
- Synthesio
- Sprinklr
- Google Drive
- Smart Sheets
- Jira/Confluence
- Photoshop
- Adobe Illustrator
- FB Business Manager
- LinkedIn Campaigns