

Casey Mastrianna

Website Marketing & Strategy

I'm a Digital Marketer with over 10 years of diverse experience, specializing in both B2B and B2C website leadership. My skill set combines strategic thinking, data-driven marketing, growth hacking, and effective project management. In other words, I'm on a mission to champion comprehensive web strategies that drives pipeline generation, conversion, revenue, and happy customers.

Contact

Phone

831-247-5271

Email

cmastrianna@gmail.com

Location

Atlanta Metropolitan Area

Education

BA

English

University of California, Irvine

CERTIFICATE

Digital Marketing

American Marketing Assoc.

CERTIFICATE

UX Master Certificate

Neilsen Norman Group

Expertise

- Web & Visual Design
- UX/UI Mastery
- Site Architecture
- Digital Strategy
- Conversion Rate Optimization
- SEO & Paid Search Strategy
- Analytics Leadership
- Branding
- Web Property Governance

Experience

2022-Present

Zayo Group | Boulder, CO (Remote)

Digital & Web Marketing Lead

Lead Digital Marketing, implementing innovative tools and managing budgets and contracts to bolster our online presence. Specialize in steering organic web strategy and collaborating seamlessly with cross-functional teams, including revenue, product, content, corporate comms, design, and marketing operations.

Noteworthy achievements include:

- Surpassed benchmarks for web leads by an impressive 76.76%
- Grew Paid Search channels including Google and Microsoft to drive over one-third of all web leads in only 6 months
- Achieved significant milestones, including the implementation of SEO strategies that resulted in organic traffic becoming the top source of traffic in only 6 months
- Integrated state-of-the-art digital tools, enhancing engagement and site accessibility, elevating overall site efficiency

Site Leadership & Governance

Conversion Rate Optimization

SEO & Paid Search

Comprehensive Digital Strategy

2021-2022

ENA by Zayo | Nashville, TN (Remote)

Web Specialist

As a dynamic web specialist, I lead web marketing initiatives for our various web properties including SaaS and B2B websites. Enhancing customer satisfaction and online engagement, I specialized in front-end content publishing, UI/UX design, and strategic maintenance. Responsibilities included continuous improvement, aligning strategies with business goals, and collaborating with cross-functional teams.

Noteworthy achievements include:

- Led major redesign of product pages including messaging, design, and usability improvements, increasing new leads and engagement
- Established website brand standards, ensuring a consistent and cohesive visual identity across all online properties
- Created KPI dashboards and set OKR's for all site metrics, enabling comprehensive performance tracking and data-backed decisions
- Led initiative to craft a new suite of compelling landing pages, optimized for segmented audiences, events, and lead generation

Site Redesign & Improvements

Branding & Web Alignment

Data Analytics Leadership

Lead Generating Landing Pages

2018-2021

Swish Creative Studio | Santa Cruz, CA (Remote)

Senior Web Designer

As Senior Web Designer, I spearheaded the creation of the look, layout, feel, and functionality of all websites in development, encompassing new projects and enhancements to existing properties. Collaborating closely with clients, I developed sites to specifications, using a myriad of web technologies.

Noteworthy achievements include:

- Transformed clients' ideas into captivating online experiences, creating visually stunning websites that not only looked good but generated action
- Went beyond aesthetics by implementing strategic solutions, from crafting personalized landing pages that captured leads to setting up KPI dashboards

Web Design & Development

Full-Scope Digital Strategy

Training & Enablement

Lead & Brand Generation