

# Casey Mastrianna

## Digital & Website Marketing

With over a decade of experience in B2B and B2C marketing leadership, I specialize in leveraging digital channels to enhance brand visibility, drive lead generation, and boost revenue growth. My skill set combines strategic thinking, data-driven excellence, growth hacking, and outstanding project management.

### Contact

#### Phone

831-247-5271

#### Email

cmastrianna@gmail.com

#### Location

Atlanta Metropolitan Area

### Education

2010

#### Bachelor of Arts

University of California, Irvine

2008

#### Associate of Arts

Cabrillo College

### Expertise

- UI/UX
- Visual Design
- Wireframes
- Storyboards
- User Flows
- Process Flows

### Experience

#### Digital Marketing Manager

Zayo Group | Boulder, CO | June 2022 - Present

At Zayo, I lead the strategic direction of digital marketing efforts, orchestrating the management of all global digital properties. My role involves overseeing site strategy, including technical infrastructure and front-end publishing, to ensure alignment with our digital marketing objectives. With a portfolio of diverse web properties, I make sure we have coherence and peak performance across our platforms to amplify our digital reach.

- Exceeded web lead benchmarks by 76.76% YoY in 2023.
- Expanded paid search marketing, generating over 1/3 of all web leads in six months.
- Implemented comprehensive SEO strategies (technical and content), making organic traffic the top referral source within six months.
- Integrated advanced digital tools to improve engagement, site accessibility, and overall lead capture efficiency.

#### Website Marketing Manager

Zayo Group | Boulder, CO | December 2020 - June 2022

At ENA by Zayo, I led web marketing initiatives for our EdTech SaaS and B2B websites, boosting customer satisfaction and online engagement. Specializing in front-end content publishing, SEO strategy, technical optimizations, UI/UX design, and strategic maintenance, I consistently enhanced web properties by aligning strategies with business objectives and collaborating with cross-functional teams.

- Led a major redesign of product pages, improving messaging, design, and usability, resulting in a significant increase in leads and engagement.
- Developed and implemented an organic traffic roadmap, addressing technical and content gaps, leading to substantial improvements in organic search performance.
- Established and enforced website brand standards, ensuring a consistent and cohesive visual identity across all online properties.

#### Founder & Web Design Lead

Swish Creative Studio | Bay Area | March 2014 - December 2020

At Swish Creative Studio, I crafted compelling brand narratives and visual identities for diverse clients, ensuring alignment with their values and market positioning. Leading strategic design initiatives spanning branding, web design and development, digital advertising, and multimedia content creation, I advised clients on digital strategies, leveraging data-driven insights to drive growth. I delivered integrated solutions that exceeded client expectations, providing expertise in UX design for intuitive and engaging digital experiences across platforms.

- Orchestrated rebranding for a leading data warehousing business, resulting in a 40% increase in brand awareness and a 25% increase in customer engagement.
- Spearheaded the design and launch of a new website for a boutique fashion brick-and-mortar, achieving a 50% increase in online sales and a 30% lift in conversion.
- Developed and executed targeted digital marketing campaigns for a video production agency, increasing website traffic by 60% and boosting lead generation by 45%.