

# - CASEY N. BLACKWOOD -

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## SUMMARY

A well-rounded and experienced marketing/advertising professional with a can-do attitude that gets results. Skilled in project management and a creative, strategic thinker with experience in both agency account services and in-house marketing management roles. All-around communications expert with experience as an editor and a degree in English. Personable, outgoing and comfortable building relationships and presenting/interacting at a high level. Resourceful and organized, with strong attention to detail and a natural leader with a passion and talent for problem solving.

## CORE COMPETENCIES

- Turnkey Project Management
- Social Media
- Traditional Media
- Digital/Interactive Marketing
- Retail/Shopper Marketing
- Promotions
- Brand Positioning and Development
- Grassroots Campaigns
- Corporate Event Planning
- Communications (Writing/Editing/Proofreading)
- Budget Preparation and Management
- Program Measurement and Evaluation

## EXPERIENCE

### **Element Marketing Solutions, LLC**

**Atlanta, Georgia**

#### ***President***

**June 2009 – present**

- Founded Element to provide freelance marketing, advertising and communications solutions to small and mid-sized businesses
- Evaluate clients' existing marketing strategies and consult on methods by which to increase ROI or program effectiveness, focusing largely on Social Media tactics for their relative low cost and high opportunity for value
- Execute existing ideas, strategies and tactics for clients in instances when internal resources are not available, including, but not limited to Social Media campaigns, blogs, signage, print collateral, press releases, loyalty programs, etc.

### **Arc Worldwide/Leo Burnett**

**Atlanta, Georgia**

#### ***Senior Account Executive, The Coca-Cola Company***

**March 2008 – Jan. 2009**

- Managed retail and pillar marketing programs for The Coca-Cola Company, completing all such programs on-time, on-brief and on-budget, leading to additional revenue due to increased client spending
- Effectively managed and maintained budgets averaging approximately \$300,000 per program with no spending write-offs
- Coordinated with clients at all levels to identify business and creative objectives, effectively communicating progresses and problems to ensure objectives were met and upheld throughout lifecycle of program, resulting in satisfied clients and additional projects
- Oversaw and executed turnkey creative process, successfully leading an off-site team with various skill-levels, backgrounds and personality types

### **Sivica Homes**

**Atlanta, Georgia**

#### ***Marketing Manager***

**Sept. 2006 – Dec. 2007**

- Implemented all digital marketing initiatives including email blasts, virtual home tours, SEO/SEM, and web-based customer service surveys, resulting in increased ROI over traditional mediums
- Implemented marketing campaigns, programs and strategies resulting in 0% loss in home closings year-over-year during housing market crash
- Managed and updated multiple company websites on a daily basis to ensure consistent brand messaging, timely responses to customer inquiries, and factual accuracy of all inventory
- Developed and maintained \$2 million annual marketing budget, managing YTD spending within 90% of projections, and analyzing profit and loss for future budgets and plans
- Managed and maintained relationships with vendors, sales staff and development branch of Sivica to resulting in marketing efforts that were cross-functional, with increased efficiency and effectiveness

**Business Wire****Atlanta, Georgia****Newsroom Editor****Oct. 2004 – Sept. 2006**

- Reviewed and formatted corporate press releases, adhering to specific guidelines according to genre, resulting in timely and accurate dissemination to national databases and media outlets
- Proof read all press releases for spelling errors, grammatical correctness and overall coherency, as well as reviewed releases for proper attribution and questionable and inflammatory copy, resulting in improved communication skills and increased client satisfaction
- Increased revenue by an estimated 10-20% by working with sales team to identify added-value opportunities for clients

**Jocks & Jills Sports Grill, Inc.****Atlanta, Georgia****Marketing Manager****Aug. 2002 – April 2004**

- Developed and implemented turnkey marketing events and promotions for various stores resulting in increased sales of 5% or more for same date or time period year-over-year
- Managed and maintained relationships with regional managers and store general managers to determine marketing objectives and goals on both a store and corporate level, resulting in marketing efforts that were cross-functional and appropriately focused for maximum ROI
- Created and implemented internal incentive programs for team members leading to increased profits and productivity
- Conducted other restaurant management responsibilities including scheduling and supervising staff and acting as manager-on-duty

**Career Sports Management, Inc.****Atlanta, Georgia****Account Coordinator, Corporate Marketing****May 2001 – Aug. 2002**

- Negotiated strategic promotional partnerships for corporate clients such as Keebler Company, GlaxoSmithKline and Novartis Consumer Health, with companies such as Maytag, La-Z-Boy, Volkswagen and Chevrolet, resulting in increased promotional exposure and participation
- Developed an integrated PR campaign for a series of youth sports camps including developing a website, monitoring a telephone hotline, and overseeing the creation/production of various printed materials, as well as coordinated professional athlete hosts and corporate sponsors
- Assisted in the development of charity and not-for-profit foundations for represented athletes
- Managed PGA, LPGA and NASCAR sponsorship fulfillment for corporate clients
- Managed a revolving support staff of three to eight interns with various levels of experience

**EDUCATION****University of Florida****Gainesville, Florida****Bachelor of Arts, English****Aug. 2000****ADDITIONAL CONTACT INFORMATION****Web:** [www.caseyblackwood.com](http://www.caseyblackwood.com)**LinkedIn:** [www.linkedin.com/in/caseyblackwood](http://www.linkedin.com/in/caseyblackwood)**Twitter:** [www.twitter.com/CaseyBlackwood](http://www.twitter.com/CaseyBlackwood) or [www.twitter.com/ElementAtlanta](http://www.twitter.com/ElementAtlanta)**Facebook:** [www.facebook.com/caseyblackwood](http://www.facebook.com/caseyblackwood) or [www.facebook.com/elementmarketing](http://www.facebook.com/elementmarketing)