Casey Cozzens

Marketing Director

(designer, photographer, video editor, content creator and more)

PAYSON, UTAH

Contact

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801-707-7053

Skills and tools

Design

Photoshop, Illustrator, InDesign, brand identity, packaging and dielines, catalogs, line illustration, trade show design, video, photo and drone.

Marketing

HubSpot (admin and API), Google, Microsoft and Meta Ads, GA4, CallRail, ZoomInfo, SEO and AI search, email, social.

Web and building

Duda, Cloudflare, Twilio, Google Workspace, Claude API, AI-assisted software development (Claude).

Education

Graphic and Web Design
Provo College, 2013

I started as a designer and grew into running marketing. I've led a team of 17 and run a whole marketing department on my own, and I still do the hands-on work: packaging, catalogs, trade show booths, websites and the web tools a company runs on.

Experience

Marketing Director at Rhino Pumps

Apr 2025 to present

I run marketing for a multi-state industrial and municipal pump company as a department of one. I built its digital marketing from scratch, plus more than 20 web tools used every day across the company.

- Grew the trade show program from 7 shows a year to 40 this year, with 60 planned for next year. Built a lead capture system for the shows that has brought in 646+ leads.
- Brought paid search in-house and ended the outside agency retainer. Built attribution that ties ad spend to real leads, quotes and wins. It showed the ad platforms were reporting about 15 times more conversions than there were actual leads.
- Launched an automated outreach program that got 120 replies in its first six weeks, 64% of them interested or "not now." 27 deals and quotes are credited to it.
- Designed and built 20+ web tools for sales, field service, operations, HR and leadership: lead routing, pipeline and goal tracking, quoting, field reports, job tracking and employee onboarding. They all connect to the CRM and ERP.
- Built AI into the tools and the website: a chat assistant, call coaching, reply sorting, spam screening, and plain-language answers about company data.
- Set a shared design standard and feedback system that every company tool now follows, including tools other people at the company build.
- Run the website, SEO and AI-search content, email, social on six networks, a weekly newsletter, video and print. Launched the online side of new branch locations and relaunched a customer rewards program with co-branded prizes from national brands.
- First year: 5.8% of website visits became leads, and 14.8% of quoted deals were won.

Marketing Director at ResNexus

Nov 2020 to Apr 2025

- Led a team of 17 building websites for hospitality businesses.
- Owned the ResNexus brand across print and digital.
- Ran the design team, approving concepts and signing off on finished sites.
- Led the SEO and DNS team on organic and paid traffic.
- Taught the writing team to build articles around a story.
- Built websites for associations across the country.
- Led the website team to more than 450% revenue growth from year one to year four.

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Owner at Infinite Graphix

Oct 2013 to Nov 2020

- Started and ran a print and graphics shop: brand identities, vehicle wraps, wall murals, banners, signs, decals and window graphics.
- Hired and managed employees and ran the finances. Grew the business and sold it.

Lead Designer for Spire Ranges

2018 to 2019, Springville, Utah

- Main designer for a year, while still doing contract work for AXIL.
- Designed a $200,000, two-story booth for a trade show in London.
- Planned and coordinated the entire build on a changing budget, and got it done on time.

Art Director at SportEAR and AXIL

Sep 2017 to Feb 2020

- Kept designing for both brands on contract during my year at Spire Ranges.
- Led brand development for both brands in print and digital.
- Designed the retail packaging and dielines, the product catalog, brochures and the instruction drawings for every product.
- Designed trade show booths, billboards, web banners, coupons and ads.
- Worked directly with stakeholders to get it all out on tight deadlines.

Media Coordinator at Sportsman's Warehouse

Sep 2013 to Sep 2017

- Project lead for six brands: Sportsman's Warehouse, Killik Gear, Rustic Ridge, Yukon Gold, Lost Creek and Vital Impact.
- Designed the camouflage pattern for the Killik Gear hunting apparel line.
- Ran marketing projects across 80 stores nationwide: billboards, in-store events, web banners, coupons and ads.
- Worked with teams across the company to get the right information to customers.

On the side

- **RedE Websites** (rurde.com). Founder. A web studio that builds sites for contractors and the trades.
- **Rope Dropping** (ropedropping.com). A Disney trip planner with live wait times for 12 parks. Designed and built it.
- **Loopd** (iloopd.com). Finds yard sales near you and routes them into one drive. Designed and built it.
- **Goodenough** (YouTube, @Goodenoughtown). My cartoon series about a town of 412.