

# Casey Macioge

224 Jacksonia Street • Pittsburgh, PA 15212  
Phone: 312-339-7488 • Email: cmacioge@yahoo.com



## Objective

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To be an effective and integral leader for a team that is continually looking to be better today than yesterday.

## Experience

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### **General Manager (Pittsburgh, State College and Morgantown) – OrderUp 2014 - Present**

- Manage the sales, marketing and operations of the company's largest markets
- Training employees on company systems, processes and standards to achieve maximum results
- Launched a restaurant delivery service that integrated into our online ordering platform
- Tripled the number of advertisers (from 30+ to 90+) on our website in less than one year
- Increased revenues 40% YOY through adding new content, new users and higher average commission rates
- Uncover growth opportunities by continually evaluating market demands
- Named one of the [2015 Foremost Under 40 by PA Business Central](#)

### **Owner – PRC Communications 2013 - 2016**

- Develop and cultivate clients' image through design, presentation and press
- Design and create logos, websites, blogs, social media
- Plan, coordinate and execute successful promotional events
- Negotiate strategic media buys and gain positive impressions both in print and online

### **Media Consultant – Hibu (formerly Yellowbook) 2010 - 2013**

- Managed advertiser accounts while working to increase their marketing spend
- Sold new programs to non-advertisers through cold-calling, prospecting, and networking activities
- Trained sales staff on advances in Internet technology and sales techniques

### **Major Account Executive – Supermedia Corp 2008 – 2010**

- Managed largest advertiser accounts in the region, accounting for 80% of the office's total revenues
- Sold advertising solutions to new businesses through cold-calling, prospecting, and networking activities
- Helped troubleshoot complex issues on key accounts for sales team
- Trained sales team on new ways of building their account base
- Led team meetings in the absence of the sales manager

## Education

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### **The George Washington University 2015 – 2017**

*Masters Degree in Political Management*

### **The Pennsylvania State University – University Park 2012 – 2015**

*Bachelor of Fine Arts in Political Science*

*Bachelor of Fine Arts in Journalism*

Achievements: GPA of 3.73 and Dean's List

### **Santa Fe College 2011 – 2011**

*Associate of Arts Degree in Journalism*

Achievements: GPA of 3.75 and Dean's List



## Skills & Qualifications

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Word, Excel, PowerPoint, and Outlook. CRM software; Salesforce, Constant Contact, and ACT. Print, Internet, direct mail and magazine advertising design and proposal development. Minor website optimization techniques. Search engine marketing experience. Google AdWords Certified. Website design. Networking skills taught by master level sales trainer.

## Memberships, Activities & Interests

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- Public Relations Society of America
- Account Executive for Alpha Productions (student-run PR firm at The University of Florida)
- Political campaign volunteer; 2008 & 2012 Presidential Campaigns, Mobility 20/20 (Orlando/Tampa Light Rail)
- Human Rights Campaign – 13 Year Member
- Stage performance; acting and singing
- Traveling, biking, and hiking

## Media

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### OrderUp

- Unprecedented business growth – [OrderUp Blows Up](#) (Centre Daily Times)
- Delivery Services Launch - [OrderUp plans to expand food delivery in State College](#) (Centre County Gazette)
- Philanthropic Initiative – [OrderUp Helping Local Food Bank](#)

### PRC Communications

- 2014 Consumer Electronics Show in Las Vegas – [Exhibitors vie for attention at the Consumer Electronics Show](#) (New Zealand News)
- 2014 Consumer Electronics Show in Las Vegas – [Gallery: Newest innovations in consumer technology on display at 2014 international CES](#) (Metro UK)

### Journalism Major

- Published Articles in The Independent Florida Alligator:

[Residents can locate city's predators, offenders](#)

[Rapid weight loss for Spring Break poses health risks](#)

[FCC adopts new rules for telemarketers](#)