

CASEY BURRIDGE, MSc

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EDUCATION

THE UNIVERSITY OF SALFORD

Master of Science (MSc) in Information Systems Management

Grade: Distinction

Thesis: Exploring the Role of Systems Thinking in Strategic Decision-Making Among Digital Marketers

Available at: <https://doi.org/10.6084/m9.figshare.29513867.v1>

Salford, UK

May 2024 – June 2025

THE UNIVERSITY OF CAPE TOWN

Bachelor of Science (BSc) in Biochemistry (Incomplete)

Left to pursue an opportunity in the tech industry.

Cape Town, SA

Jan 2017 – Jan 2018

SKILLS

Technical Skills: WordPress (advanced); HTML, CSS, JS, and Python (Intermediate). Knowledgeable regarding APIs, MCPs, and basic scripting.

Marketing: SEO, AEO, content strategy, email marketing, PPC advertising (incl. Google and Meta ads), CRO, marketing automation, product marketing, audience research, GTM.

Software: CRM systems (Drip, FluentCRM), analytics (Google Analytics, Metabase), automation (Zapier/Make, N8N), project management (Linear, Notion), communications (Loom, Slack, Zoom).

AI tools: MCP, Claude Code, ChatGPT Codex, Gemini, NotebookLM, DocsBot

EXPERIENCE

GRAVITYKIT (B2B software)

Strategic Growth & Operations Manager

Remote

Mar 2021 – Present

- Led the company's full digital marketing strategy, overseeing SEO, paid advertising, content, email automation, and CRO, directly reporting to the CEO.
- Designed and launched a live product demo showcase, increasing customer engagement and improving trial-to-purchase conversions.
- Managed annual Black Friday & Cyber Monday campaigns, optimizing funnels to deliver a 44% year-over-year revenue increase.
- Developed and executed lead generation campaigns resulting in 400% growth in newsletter subscribers.
- Implemented an abandoned cart recovery system, recovering \$30K in 5 months and improving checkout completion rates.
- Collaborated with the CEO to create and roll out a new pricing strategy, increasing AOV by 40%.
- Built and implemented a comprehensive content & SEO strategy, doubling organic website traffic.
- Grew and managed a biweekly customer newsletter, improving retention and increasing repeat purchases.
- Directed all marketing automations, yearly promotions, and paid ad campaigns across Google & Meta, ensuring alignment with company KPIs.

THEHOTH (Digital agency)

Content Marketer

Remote

Oct 2020 – Mar 2021

- Planned, wrote, and optimized SEO-focused content strategies for B2B tech clients, increasing organic traffic and inbound lead volume.

AVOCET SYSTEMS (Acquired by Lumen Research)

London, UK

Technical Consultant

Sep 2018 – Oct 2019

- Built and executed programmatic advertising campaigns valued at \$500K+ for high-profile clients including Expedia and JetBlue, consistently achieving CPA targets.
- Led third-party data integrations for the company's SaaS platform, expanding targeting capabilities and improving audience segmentation.
- Performed data analysis and quarterly performance reviews to optimize campaign ROI.
- Designed and deployed custom data dashboards to streamline operational workflows and enhance reporting accuracy.

CERTIFICATES/ACHIEVEMENTS

C4 CONSORTIUM

May 2024

Certified Bitcoin Professional (CBP)

Credential ID: [104067200](#)**HANBAN INSTITUTE**

Mar 2023

HSK6 Advanced Chinese Proficiency

Credential ID: [HW62303000111](#)**MICROSOFT**

Jan 2018

Professional Program in Data Science

Credential ID: [cbc4a77f-fb56-4f25-a71c-dc465195c78d](#)**LANGUAGES**

- **English** – Native proficiency
- **Chinese (Mandarin)** – Advanced proficiency
- **Afrikaans** – Intermediate proficiency