

CASEY BURRIDGE

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EDUCATION

THE UNIVERSITY OF SALFORD

Salford, UK

Master of Science (MSc) in Information Systems Management

May 2024 – June 2025

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>

THE UNIVERSITY OF CAPE TOWN

Cape Town, SA

Bachelor of Science (BSc) in Biochemistry (Incomplete)

Jan 2017 – Jan 2018

Left to pursue an opportunity in the tech industry.

EXPERIENCE

GRAVITYKIT (WordPress plugin developer)

Remote

Strategic Growth & Operations Manager

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)

Remote

Content Marketer

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

CFA INSTITUTE

Investment Foundations Certificate

Credential ID: [cLVXxNJziuu](#)

May 2024

C4 CONSORTIUM

Certified Bitcoin Professional (CBP)

Credential ID: [104067200](#)

May 2024

YALE UNIVERSITY

Financial Markets

Credential ID: [FSCCETPQJRW2](#)

Apr 2024

HANBAN INSTITUTE

HSK6 Advanced Chinese Proficiency

Credential ID: [HW62303000111](#)

Mar 2023

MICROSOFT

Professional Program in Data Science

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

Jan 2018

SKILLS

Technical Skills: Advanced proficiency in WordPress; Intermediate proficiency in HTML, CSS, JS, and Python.

Marketing: Highly proficient in SEO (incl. AIO), content strategy, email marketing, PPC advertising (incl. Google and Meta ads), CRO, marketing automation, Metabase, Google Analytics.

AI tools: Highly skilled in the use of AI tools such as ChatGPT and Claude Code. This includes experience creating automated workflows and multi-step agentic processes.

LANGUAGES

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