

Casey C. Alcorn
Bartender | Mixologist
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As a Bar Boss finalist for Bartenders Magazine 2024, winner of the best margarita for Tequila Express in 2015, and consistency with increasing bar sales, I am recognized for my inventiveness as a bartesian with mixology meeting gastronomy resulting in customized smoked craft cocktails. Striving to stay ahead of industry trends, I am seeking a position where I can showcase my creativity and share my experience of bartending skills.

RELEVANT EXPERIENCE

Bartender • Casino Dealer/Manager | Dream Dealers | Scottsdale, AZ | 2021 - Present

- Certified Casino Dealer/Manager including craps, poker, blackjack, roulette, pai gow, & 3-card poker.
- Hands-on by assisting with on-site event management, dealing casino games, tournament management, bartending, etc.
- Assisted with training new dealers, business development, client retention, recruiting, and marketing
- Specialties Include corporate events, private parties, and fundraisers.

Team Lead Brand Ambassador • Paid Media Specialist | Betting Hero | Scottsdale, AZ | 2023 - Present

- Field Trainer of new Brand Ambassador Sales Representatives using eShots and Slack.
- Relationship development with partnered bars and operators.
- New customer acquisition using promotional incentives for sports betting and social gaming apps including FanDuel, BetMGM, Ceasars, BetRivers, DraftKings, UnderDog, High 5, McLuck, etc.
- Managed paid media campaigns on X Ads (Twitter) designed using Adobe Creative Suite apps leading to WordPress landing pages and set up new tracking metrics with UTMs for GA4 for optimization efficiency that resulted in increased marketing strategy effectiveness.

Bartender • State Social Welfare Committeeman | Elks Lodge #2148 | Scottsdale, AZ | 2022 - Present

- Lead Trainer for new bar employees.
- Developed a new weekly night of smoking customized craft cocktails.
- Receiving and organizing deliveries, merchandise sales, product inventory, shift reports, and new member recruitment.
- Volunteering on multiple local committees allows me to assist in planning & promoting events as well as contributing to fundraising for local and state charities.

Event Photographer | Party Masters | Scottsdale, AZ | 2022 - Present

- On-site event photography utilizing 360 photobooth, greenscreen photobooth, and mobile roaming photobooth.
- Relationship building with event coordinators, venue owners, and clients.

National Senior Account Executive | Phoenix New Times | Phoenix, AZ | 2014 – 2018

- Parent company and Premier Google Partner, Voice Media Group, expanded my national agency sales to include partnered media outlets including V Digital Services, AdCellerant, Marijuana Marketing Experts, multiple Metropolitan newsweeklies, and various events.
- Trained new hires in multiple positions specializing in industries such as food & beverage, hospitality, events, home services, retail, auto, e-commerce, and more.
- Full funnel marketing experience with social media, reputation management, digital display and email programmatic advertising, event marketing, print, organic & local SEO, paid media, video marketing, website design & development, branding, and campaign development based on goals measured by KPI reporting using UTMs and pixel tracking.
- Agency of Record for multiple businesses including The Well Bar, Sanderson Lincoln, Bosa Donuts, etc.

AWARDS

- **Phoenix New Times Account Executive of the Month:**
January & July 2017, January, February, March, April, & May 2016, April, May, June, July, October, November, & December 2015, August, September, October, November, & December 2014.
- **Phoenix New Times Account Executive of the Quarter:**
Q1 2016, Q2 2015, Q4 2015, Q3 2014, & Q4 2014.
- **Phoenix New Times Best of Phoenix Rookie of the Year 2015:**
Top "Rookie" performer to receive the yearly award within the first 6 months with sales during the week of Best of Phoenix of \$27,885.
- **Phoenix New Times Best of Phoenix Top Web Biller 2016:**
Top performer to receive the yearly award for web sales during the week of Best of Phoenix of \$11,505.
- **AdCellerant National Sales Competition Winner 2016 & 2017:**
Top programmatic advertising seller nationally resulted in an all-expense paid trip to Cancun/Cabo for two, and an all-expense paid trip to Chicago for Lollapalooza for two.

ADDITIONAL MANAGEMENT & HOSPITALITY

Director of Operations | Cayseas Marketing Agency | 2008 - Present
Business Manager | Carrington Waterfront | Scottsdale, AZ | 2012 - 2014
Assistant Manager | Swift Rides | Scottsdale, AZ | 2010 - 2013
Media Specialist | EventVibe | Scottsdale, AZ & San Diego, CA | 2008 - 2013
Supervisor | The Analytical Group | Scottsdale, AZ | 2009 - 2011
Server & Bartender | Max Sports Grille | Scottsdale, AZ | 2009 - 2011
Assistant Manager | South Beach Restaurant | Scottsdale, AZ | 2008 - 2009
Manager | Fusion Restaurant & Lounge | Scottsdale, AZ | 2005 - 2008

EDUCATION & CERTIFICATIONS

Certificate of Completion for Title 4 Management Liquor Law Training | 360Training.com Inc | 2024
Certification for Bar Management and Liquor Law Training
Arizona State Casino Dealer Certification | ABC Bartending & Casino School | Tempe, AZ | 2021
Certification for casino gaming and card dealing licenses
Walter Cronkite School of Journalism & Mass Communications | ASU | Tempe, AZ | 2004 - 2015
Mass Communications & Media Studies | Alpha Gamma Delta | 2004 Presidential Debate
Associates of Arts | Scottsdale Community College | Scottsdale, AZ | 2002 - 2008
General Studies | Study Abroad in Paris, France - Interior Design & Photography
X Ads (Twitter Ads) | Paid Media Ads Certification | 2024
Certification for Paid Media X Ads
Google Analytics Academy | Certificate of Completion | 2014 - 2023
Google Analytics for Beginners Certification & Advanced Google Analytics Certification