



## CASEY FLOYD

Vice President of Integrated Marketing

### Professional Experience

Casey Floyd serves as the Vice President of Integrated Marketing at MassMedia Health. He brings over a decade of experience in marketing, project management and digital strategy. Casey has a passion for creative and emerging platforms that reach niche audiences to further brand loyalty and engagement. At MassMedia Health, his focus is targeting potential patients in unique markets, recommending the appropriate online funnels, and developing a digital strategy that translates into elevated brand awareness and patient growth. He serves as a leader for all digital initiatives from top-level conceptualization to execution to success metric review and optimization to achieve company goals. Casey has led numerous healthcare initiatives from hospital awareness, physician recruitment, to private practice lead generation. He has, in addition, led MassMedia Health in award winning digital strategies for niche Medicare marketing campaigns for Age-in, Move-In, Special Needs Plans, and Open Enrollment resulting in significant double-digit patient growth. Casey joins MassMedia with a breadth of digital experience in both retail and business-to-business marketing in the financial sector, handling a wide range of projects. Casey previously served as a senior account executive of co-op marketing for the online retailer Zappos.com, where he nurtured relationships and grew business for highly recognizable performance brands. He has also held positions with financial sector where his leadership in marketing and project management were leveraged on business-to-business campaigns and strategies.

In 2008, Casey was recognized as a Rising Star of Business by the Las Vegas Business Press.

### Education

- B.A., Communications, UNLV, 2005
- M.B.A., University of Phoenix, 2008

### Previous and Current Client List

- HealthCare Partners
- DaVita Medical Group
- ABQ Health Partners
- JSA Medical Group
- Iora Primary Care
- HCA Far West Division
- Desert Radiology

### Awards and Recognition

- 2008 Rising Star of Business, Las Vegas Business
- 2017 American Advertising Award, HealthCare Partners Medical Group Open Enrollment Website
- 2017 PRSA Award, HealthCare Partners Medical Group Medicare Landing Page