



CASEY FLOYD

Vice President of Integrated Marketing

Professional Experience

Casey Floyd serves as the Vice President of Integrated Marketing at MassMedia. He brings almost 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, his focus is developing digital strategy plans that translate into elevated brand awareness and business growth for an array of clients. He serves as a leader for all digital initiatives from top-level conceptualization to execution to success metric review and optimization in order to achieve brand goals.

Casey joins MassMedia with a breadth of digital experience in both retail and B2B 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 such as Adidas, New Balance, Asics and Brooks. He has also held positions with financial institutions where his leadership in marketing and project management were leveraged on B2B 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 HealthCare Partners
- HealthCare Partners Nevada
- ABQ Health Partners
- JSA Medical Group
- Pisanelli Bice
- Adidas
- Asics New Balance
- Keen
- Nevada State Bank
- Nevada Commerce Bank

Awards and Recognition

- 2008 Rising Star of Business, Las Vegas Business
- 2016 PRSA Pinnacle Award, Support Las Vegas Dome Social Media
- 2016 PRSA Pinnacle Award, Support Las Vegas Dome Website
- 2016 LVIMA Award, Support Las Vegas Dome Best Email Program
- 2017 American Advertising Award, HealthCare Partners Medical Group Open Enrollment Website