

Casey Moccero

Digital Integrator

Evansville, WI
1.608.728.0453
casey.moccero@outlook.com

Professional Profile

Work includes web architecture, design and visual media, along with analytics integration and development of digital publishing environments across academic, commercial, and independent settings. Maintains active digital practice through e-commerce operations, market testing, and continuous engagement across mobile-first ecosystems.

As owner of VEN, LLC, led contractor work in support of solar marketing initiatives. Background includes technical support experience, honorable military service, and a focus on reliable, ethically grounded execution.

Core Capabilities

Digital Operations, Online Platforms & Workflows

- Built and operated across commercial, service-based, and platform environments in both organizational and independent settings
- Maintained multi-platform workflows and content systems across evolving ecosystems

Analytics, Marketing & Content Distribution

- Applied analytics to inform content strategy, outreach performance, and data-informed decisions across independent and commercial environments
- Executed marketing workflows across email, social media, and content delivery platforms

Digital Development & Web Architecture

- Developed and managed web environments across educational, commercial, and independent settings, with experience spanning early through modern web systems
- Built and adapted site architecture for content delivery, usability, and platform migration

Visual Design & Media Production

- Developed visual assets and media across web, marketing, and print environments
- Maintained creative direction across independent and structured work

Collaborative Systems & Online Environments

- Worked across business communication platforms, from structured project management tools to modern team-based messaging ecosystems
- Administered and maintained persistent online server environments and engaged across competitive gaming platforms at a top percentile level in community and team settings

Technical Support & User Environments

- Performed troubleshooting, documentation, and system navigation across varied platforms
- Supported users across educational and organizational systems

Professional Standards & Reliability

- Maintained consistent, accountable performance across diverse industries including retail, manufacturing, and service environments
- Upheld strong standards for safety, quality, and ethical execution across sustained and demanding operational conditions

Experience Record

Owner

VEN, LLC

October 2023 – Present

Founded an independent digital business integrating web development, product design, and multimedia production. Achieved high-performing results as a contractor supporting residential solar marketing initiatives, contributing to eight documented installations through appointment setting and development of data-informed digital and print materials.

Ongoing work includes branded merchandise through Studio Ven and music and video distribution through Club Ven, with continued development of original content and media across evolving platforms. Focused on adaptable digital problem-solving, incorporating emerging tools and AI into an active and expanding independent practice.

Product Auditor, Product Analyst

Panoramic, Inc.

January 2019 – July 2024

Retail & Service Roles

Premium Retail Services | Uber Technologies |

Kwik Trip | Menards

September 2016 – February 2019

Technical Site Manager – Expo,

Site Operations Coordinator

Cygnus Business Media

March 2012 – February 2014

Early Web & Digital Roles

Stream Creative | Greenleaf Media | Studio Ven LLC

February 2011 – September 2013

Service & Education

Specialist, May 2015 – August 2016

United States Army

- Global War on Terrorism Service Medal
- National Defense Service Medal

Bachelor of Arts, 2006 – 2010

Web & Digital Media Development

University of Wisconsin-Stevens Point

Student Organizations:

- Student Government Association (SGA)
- Student Television (SPTV)
- Wisconsin Student Public Interest Research Group (WISPIRG)

IT College Support Team Assistant, IT Web & Digital Media Services Developer, IT Help Desk Specialist, IT Computer Lab Assistant

University of Wisconsin-Stevens Point

November 2006 – February 2011

Technology Intern

Evansville Community School District

June 2004 – August 2004

Counselor In Training

Camp Indian Trails

July 2003 – August 2003

Eagle Scout, August 2005

Boy Scouts of America

Computer Programming Team, 2004

Evansville High School