

Casey Moccero

Digital Integrator

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Recommendations

Owner, VEN LLC

Client Contract: Blue Raven Solar

“Casey was one of the primary anchors of the office I managed and later oversaw as District Manager at Blue Raven Solar. His performance speaks for itself: eight known installs and top-10 nationwide appointment setting before the tax credit news shifted the market.

What set him apart wasn't the numbers, it was how he produced them. Casey consistently set appointments that actually got pitched – he had weeks where 100% of his sets sat with a consultant, which in this industry is genuinely rare. He built his own paper collateral by hand to leave with homeowners before the consultant arrived, so prospects walked into the consult already informed. He also built and maintained his own pipeline tracking system at a level of discipline I didn't see from anyone else on the team.

Beyond the output, Casey showed up. On time, every day, doing high-quality work month after month through industry headwinds, leadership transitions, and the kind of grind that pushes most reps out. When I transitioned from his office manager to District Manager and a new manager stepped into his office, he handled it with patience, openness to feedback, and the maturity to keep producing without missing a beat.

He was also willing to tell the truth in team settings when it needed to be said. He'd surface the real issue and keep the meeting on track, which is leadership behavior, not rep behavior.

Any organization that values self-direction, craft, and consistency would be lucky to have Casey. He's the kind of person who makes the people around him better just by being in the room.”

– Tannen Skriver, District Sales Manager

Technical Site Manager - Expo, Cygnus Business Media

“Casey is a driven employee who takes his work seriously. He pours himself into the task(s) at hand and will always succeed. He is a “go to” team member that will either have the answer or will find out what the answer is. Casey has great career potential as he is eager to learn!”

– Sharon Wright, Vice President of Digital Operations

Site Operations Coordinator, Cygnus Business Media

“Casey is a dependable and reliable employee. He has grown in his position and adapted the skills he has learned to strengthen and simplify workflows, offer innovative solutions to unique problems, as well as build a solid rapport with his coworkers. His strong technical skills have been a valuable asset to the team.”

– Nick Raether, Digital Business Development

IT Help Desk Specialist, University of Wisconsin-Stevens Point

"Casey started out working for me at our first level support services center handling technology issues and requests from our campus community. As Casey progressed in the position he redesigned our internal knowledge base website, providing a fully functional and useful service for our staff."

– Jessica Haase, Information Technology Manager of Client Services and Technical Support

Info Tech College Support Team Assistant, University of Wisconsin-Stevens Point

"I met Casey while conducting interviews for our Information Technology Help Desk. At the time of the interview, I immediately knew I wanted to also offer him the job as my assistant. Casey was hired his freshman year (Winter 2006). He began working in the College of Fine Arts & Communication helping me with classroom technology support and web development. It did not take long for me to see that web development was his forte.

The first website project, The Division of Communication, required Photoshop adjustments for submitted profile photographs and Javascript to display those profiles. In the first summer Casey designed and developed the COFAC website entirely in Flash using ActionScript 2 based on the annual print design. The COFAC website included an introduction video from Dean Jeff Morin and an interactive navigation. Following media player projects were developed in Flash using ActionScript 3.

To advance web development technology at the university, ASP master pages were introduced to prevent web content editors from accidentally breaking web design in 2008. The first department website he developed using master pages was for The Department of Music. Casey used this technology to create a standard architecture for all future COFAC websites. This included a template used for events, classes and faculty. This template allowed individuals to create and manage their individual sites.

During the following year, Casey developed the branded COFAC design for The Department of Art & Design and The Department of Theatre & Dance. To advance technology further, Casey introduced the use of JavaScript libraries like jQuery to improve user experience and display galleries of student work. Casey also collaborated with the campus Webmaster, Randy Peelen, and the Network & Infrastructure IT Unit to research and develops the content management system Microsoft SharePoint for internal document sharing, architecture, and cross-browser support. At the time, he became the go to person on campus for SharePoint, since his knowledge of the product surpassed our own Info Tech staff.

Casey introduced Facebook to the departments in COFAC for staying connected with perspective students, current students, and alumni. Casey did oversight for the social media activities for the college. Because of his efforts, the social media activities required the hiring of public relations interns. At that point, Casey took over the technical aspects of all social media working with the interns. Casey developed the department website for Suzuki and the second website design for the COFAC. Casey's final project was RSS support for the "What's New" sections of our departmental websites.

Casey will make a great employee. He is committed, dedicated and passionate about his work. He was not only a great employee but he was also a great teacher. The entire College of Fine Arts & Communication faculty had great respect for his work."

– Catherine G Ladd, Information Technology College Support Team

IT Help Desk Specialist, University of Wisconsin-Stevens Point

"I had the privilege of working with Casey as he completed his degree at the University of Wisconsin-Stevens Point. Casey excelled at his work. Casey was assigned a multitude of high level technology projects while employed at UWSP and as a student. His knowledge base and ability to complete these tasks was far superior to the normal rank and file. Casey is personable, sincere, and balanced. He always completed his projects by their deadlines and he multitasks with ease. It is a pleasure to have worked with Casey. Please contact me if you need additional information."

– Janis Borski, Information Technology Administration and Security

IT Web & Digital Media Services Developer, University of Wisconsin-Stevens Point

"I manage a production unit on the campus of UW-Stevens Point, and our office focuses on Web and Media Services. Casey was a student employee who helped us to develop several websites and website applications. As we started investigations related to using SharePoint at UW-Stevens Point, Casey did a lot of our research and testing. By that I mean he would follow up on the questions that came up during our project meetings by doing research and then creating test applications to illustrate how something worked. His input was invaluable. We also worked with Casey as he developed web sites for the departments of Art & Design, Theater & Dance, Music, and Communications. Throughout the development process he demonstrated creativity, consistency, and attention to detail. It has been our experience that Casey is passionate about the work he does. He cares about doing things well, and he cares about figuring out the best way to do something. Casey also possesses a talent that is difficult to teach - he has a good eye for design. His sense of color, proportion, and balance make it almost seem as if he was an Art major."

– Randy Peelen, Director of Web & Media Services

IT College Support Team Assistant, University of Wisconsin-Stevens Point

"Casey has been extremely easy to work with. He has been able to handle multiple requests from multiple staff members with varied deadlines. He has been able to take on very complex projects as well as edit other ones on the fly."

– Jeff Morin, Dean of the College of Fine Arts & Communication

IT College Support Team Assistant, University of Wisconsin-Stevens Point

"Casey is an extraordinarily balanced individual, a hard worker and thoughtful designer. His work always tapped into new modes of presentation and interaction. Casey is also a great person, serious about his work and positive in his outlook. He has a congenial personality--a great team player."

– Diana Black, Chair of the Department of Art & Design