

Hi there, I'm  
**Casey Ayers**

904.422.2372 • 10435 Midtown Pkwy #357 Jacksonville, FL 32246  
caseyayers@me.com • @caseyayers • WhatCaseyDoes.com

## EDUCATION

**MBA**, Rollins College Crummer Graduate School of Business, May 2010.

Masters in Business Administration - Dual-Concentration: Entrepreneurship, Marketing

**BBA**, University of North Florida, May 2008. Graduated with Honors.

Bachelor of Business Administration - Double Major: Economics and Finance (Investment Track)

## CERTIFICATIONS

**PMP®** (Project Management Professional) • Project Management Institute

## EXPERIENCE

### Pluralsight

Author

*Learn More: [caseyayers.com/pluralsight](http://caseyayers.com/pluralsight)*

– October 2014-Present

**Pluralsight is the global leader in online learning, featuring more than 3,500 courses serving student in more than 150 countries worldwide.**

- Creator of a series of classes preparing participants for the Project Management Professional (PMP®) Exam.
- The series is projected to include more than 35 hours of content spanning 14 courses, providing all prerequisite contact hours students must accrue before sitting for the certification exam.
- Several courses in the series are available now, with thousands of viewing hours already accrued. The full course series will be available by Fall 2015.

### PointsAway

Author • Managing Editor

*Learn More: [caseyayers.com/pointsaway](http://caseyayers.com/pointsaway)*

– August 2013-Present

**PointsAway is a travel and leisure brand focused on helping readers maximize the value of frequent flyer programs to bring exceptional travel experiences into reach.**

- Publishes travel-related content enjoyed by a wide, rapidly growing range of readers nationwide.
- Provides expert analysis to a variety of travel and personal finance publications.
- Featured by First Coast News, ABC & NBC's Jacksonville, Fla. affiliate, in Void Magazine and online publications.
- Author of **PointsAway: The Definitive Guide To Free Flights & Nights Worldwide**, a 330+ page guide to major frequent flyer and hotel programs, and its second edition, with more than 430 pages of content. At launch, PointsAway was the **#2 Travel Book On iTunes** in the United States and a top-ranking travel book on Amazon's Kindle Platform.

### Pharm-EZ Medical

Chief Operating Officer

*Learn More: [caseyayers.com/pharmez](http://caseyayers.com/pharmez)*

– October 2010-October 2013

**I served as COO of this startup pharmacy serving ophthalmology patients throughout Florida.**

**In that role, I was responsible for a wide array of tasks & projects prior to the company's acquisition, including:**

- Overseeing the daily operations of a company growing revenue by a *weekly* average of 12.5%, up to an annualized rate in excess of **\$2.5 million** at the time of its seven-figure-valuation acquisition.
- Developing and implementing the company's product lineup, including EZ-Kit, the company's flagship product that combines all medications, accessories and educational materials needed for pre/post-op care for common procedures such as cataract surgery and to treat chronic conditions like glaucoma.
- Evaluating, selecting and deploying the company's technological platforms, including all standard pharmacy hardware and software, other computing and mobile equipment, phone/fax/networking structure, etc and designing custom internally-used software and Pharm-EZ's online site and storefront.
- Composing the company's business plan, including its financial pro formas, leading to **>\$550,000** in investments by private sources prior to its acquisition, giving the company capital necessary to achieve its vision.

## MegatonApps

*Learn More: [caseyayers.com/megatonapps](http://caseyayers.com/megatonapps)*

### President • Managing Director

– February 2009- May 2013

**MegatonApps developed mobile application solutions for hire and crafted mobile products and services of its own for the direct to consumer market. The company's major projects included:**

- **The Industry**, a magazine for iPad & Kindle dedicated to long-form coverage of the video game industry.
- **Multitaskers**, a suite of productivity tools released for iPad shortly after the tablet's launch.
- **Easyfinder**, a location-based productivity app for iPhone.

All of these products were featured as **New & Noteworthy** apps by Apple. I was directly responsible for business development, user interface creation, liaising with technical staff and conducting marketing efforts.

## Made In Duval

*Learn More: [caseyayers.com/madeinduval](http://caseyayers.com/madeinduval)*

### Product Design Lead

– March 2011-October 2013

**Made In Duval was a product design and prototyping studio based in Jacksonville, FL. Projects included:**

- **The JAGS Shield**, a foam shield for in-stadium use by fans of the Jacksonville Jaguars. This project was passed on to the Jaguars for official production and is available for purchase by fans at EverBank Field in Jacksonville.
- **Trubador**, a hands-free case for iPad. This project was covered nationally by NBC and on regional affiliates of all four major television networks, by Time and Wired magazines, NPR, Gizmodo and elsewhere.
- **SideShow**, a dock for iPhone 5 that works in landscape or portrait mode, perfect for watching video.

## University of North Florida Honors Program

*Learn More: [caseyayers.com/unfhonors](http://caseyayers.com/unfhonors)*

### Student Director

– Calendar Year 2007

**Reported to the program director; managed a team of six cabinet members in devising and executing over thirty events throughout the year. One university student per year is appointed to this position.**

- Developed and managed a weeklong freshmen orientation program for **140 incoming Honors students**. Led **40 student volunteers**, coordinated with local government, the arts community and service organizations in hosting a variety of team-building, service and experiential learning opportunities.
- Managed **\$25,000** budget for year's activities. Extended orientation program to five days from four while finishing under budget. Cut logistical expenses by **35%** over previous years.
- Pioneered the use of social networks and video podcasts to increase program awareness. In doing so, **tripled** event attendance during the year.
- Served on the university's reaccreditation steering committee; chaired the Honors Orientation Committee.

## Osprey Financial Group

### IT/Telecom Sectors Analyst • Asia/Oceania Economist

– August 2007-April 2008

**One of eleven students selected from a pool of undergrad/graduate applicants for the two-term management period. Co-managed roughly \$800,000 of the University of North Florida's endowment.**

- Regularly presented investment opportunities to the investment team in the form of extensive written reports and long-format live presentations.
- Wrote weekly analyses of economic conditions within Asian and Oceania-area countries to help drive international investment allocation choices for the fund. Selected the fund's best performing equity holding.

## Kombo.com

*Learn More: [caseyayers.com/kombo](http://caseyayers.com/kombo)*

### Editorial and Features Director

– October 2003-October 2008

**Kombo.com was a web network dedicated to coverage of the video game and consumer technology sectors and is home to more than two million unique viewers on a monthly basis.**

- Led team of **eight** editorial columnists located across the **United States** and **United Kingdom**. **Final editor and producer for feature content**. Developed all presentation elements for featured editorial content.
- Coordinated with the Editor in Chief, Reviews/Previews Director and PR Director to schedule content publication to achieve the highest level of visibility and readership possible.
- Writer of top-line, cover stories for Kombo. Features were often responsible for large increases in readership and for driving new visitors to the network.
- Operated Kombo's podcast network and hosted "**Inside Track**" and "**For The Win**" podcasts.
- Interviewed key industry executives, senior producers and developers, vocal artists and industry leaders including Takashi Tezuka, Joseph Olin, Cliff Blezinski, Jade Raymond, Charles Martinet, Will Wright and others.