



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

THE Y IN CENTRAL MARYLAND  
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July 20, 2022

Dear Colleagues,

It is my great pleasure to announce that **Casey Reidpath has been promoted to the position of Executive Director of Association Lead Marketing and Optimization.** This expanded role is reflective of the shift in responsibilities Casey has performed in lead generation and optimization, email marketing automation, and lead tracking and analysis in the areas of Camp, Preschool, Head Start, Before & After School Enrichment, and Membership.

Casey joined the marketing team in February of 2020 as the Marketing and Communications Product Manager, Youth Development. Her ability to quickly learn, assess, innovate, and implement enhanced marketing communication strategies through lead nurturing has been invaluable to the success of many association objectives, including the 2020 Virtual Turkey Trot Charity 5K, the 2021 and 2022 Camp seasons, and more.

In December of 2021, Casey took the reins in Membership email marketing automation, lead journey creation and optimization, lead surveys and engagement, lead tracking and reporting – I can go on and on! Her passion, tirelessness and dedication to finding new and better ways to engage and generate new leads and lead conversion across Youth Development and Membership have led to notable gains.

In her expanded role as Executive Director of Association Lead Marketing and Optimization, Casey will be responsible for all online marketing communications driving lead engagement, conversion, and sales for all online leads into all Y programs and services across the association, as well as increasing lead generation for in-person sales and deeper engagement with Y programs. She will work collaboratively with the marketing team and product line leaders to ensure sales strategies and marketing objectives and messaging are integrated and aligned to assure cohesive, consistent behavior-driven customer journey mapping and engagement from online to in-person sales and vice versa. Casey will remain the marketing project manager for Youth Development, as well as lead our evolving email marketing strategy.

Please join me in congratulating Casey on her expanded role! She will continue to report directly to me, and will work closely with Sara Milstein on all membership marketing initiatives.

**Congratulations Casey!**

Kind regards,

Monica V. Booker  
VP, Marketing

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