Casey Sorsdal

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"A forward-thinking, enthusiastic, nimble-witted student and creative."

EDUCATION

Texas A&M University | December 2025   **Cumulative GPA**: 3.35/4.00
*Bachelor of Art in **Computing, Minor in Statistics**. Concentration in **Statistical Data Visualization***
Relevant Coursework: Data Structures, Algorithms, 3D Graphics, Statistical Analysis, Data Visualization, Game Development
Skills: C++, Python, R, HTML, Java, Adobe Illustrator, Photoshop, Blockbench, PowerBI, Excel, Notion, GitHub, Slack

PROFESSIONAL EXPERIENCE

Starfish Studios Inc.   **Millstone, NJ**
Release Manager   *Feb 2021 - Present*
- Assisted in leading teams of 40+ world-wide members and achieving $4M+ in revenue accompanied by 20M+ unique downloads by developing a successful business model and becoming a market leader with a 92% overall consumer satisfaction rating through implementing strategic management techniques, with clear communication and efficient resource allocation.
- Cultivated relationships with high-profile clients (Microsoft, Mojang, Verizon, Xbox, Twitch TV, MTV, Leukemia & Lymphoma Society, St. Jude's), delivering tailored solutions, allowing firms to effectively tap into audiences of more than 200M players.
- Effectively market projects to millions of players actively interacting with the Minecraft Environment daily.
- Concepted, marketed, and administrated a high-profile online event in collaboration with Verizon, Xbox, and Boom TV, achieving viewership of several million concurrent individuals globally.
- Played a large administrative role in hosting a large charity event within Minecraft in collaboration with St. Jude's, collectively raising over $1M+ towards children's cancer research.

Independent Program Development

Independent Collaboration   *Feb 2020 – Present*
- Designed and co-developed Minecraft mods that have collectively garnered over 5.3 million downloads, reflecting their popularity and impact within the gaming community.
- Collaborated in the ideation, creation, and development of several programs for Minecraft that collectively have more than 21 million independent downloads.
- Demonstrated experience in Java, and 2D/3D design to create features and ensure seamless gameplay experiences.
- Constantly engage in a large community, iterating feedback and maintaining professional relationships within projects.

LEADERSHIP & EXTRACURRICULAR ACTIVITIES

Gents of Texas A&M   **College Station, TX**
Marketing Officer   *May 2023 - Present*
- Spearhead the organization's marketing initiatives across multiple platforms, including Instagram, the official website, and other promotional channels.
- Conceptualize, design, and oversee the production and release of all sponsored merchandise.
- Play a pivotal role in event planning, leveraging marketing expertise to enhance visibility, attendance, and overall success.
- Collaborate with leadership to make strategic decisions, contributing to the long-term vision and growth of the organization.
- Engage with members to continuously gather feedback and implement marketing strategies that resonate with the target audience.

Recruitment Team   *May 2023 - October 2023*
- Actively promoted the organization by engaging with potential members, highlighting the organization's values, achievements, and opportunities.
- Played a crucial role in the selection process, reviewing a large pool of applicants and successfully narrowing it down to 37 unique members who align with the organization's mission and vision.
- Utilized interpersonal skills to foster genuine connections with individuals, ensuring a thorough understanding of their aspirations and fit within the organization.

ADDITIONAL INFORMATION

Organizations: Intramural Basketball, GENTS of Texas A&M, Intramural Soccer, Songfest (2022-2023), Big Event (2023)
Awards: Cum Laude, Highest Honor Roll (HS), 3 x All-Section Honors HS Football
Interests: Art, Design, Entrepreneurship, Gaming, Travel, Football, Programming, Statistics, Data Analysis, Game Development