CASSIE JAUFMANN

MISSION-DRIVEN MARKETING EXECUTIVE

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Located in: Colorado, USA

PROFILE

Proficient and adaptable Marketing Management professional with ten years of experience developing executive marketing strategies, spearheading marketing campaigns, and supervising marketing teams. Well-versed in overseeing brand positioning, leading digital marketing initiatives, and conducting marketing trend analysis.

EXPERIENCE

Integrated Planning Manager at Butler/Till (June 2022 – August 2023)
Industry Experience: B2B, K-12 Education, Mental Health, Pharmaceutical

- Developed strategic vision for omnichannel marketing campaigns by conducting market research and collaborating with account and channel teams.
- Built marketing strategy decks and presented planning materials to clients and senior leadership, ensuring alignment with client objectives and goals.
- Fostered collaboration and communication with cross-functional teams (e.g., channel specialists, content, analytics, account) to execute go-to-market strategies and media plans that met deadlines and achieved client financial goals.
- Collaborated with the analytics department on creating a campaign dashboard in PowerBI, verifying data fields matched KPIs and platform-specific metrics to ensure accurate campaign tracking and informed data-driven decision-making.
- Led bi-weekly and monthly client meetings to present campaign results, insights, and recommendations that informed future campaign plans.
- Managed and reconciled budgets up to $20M
- Contributed to company culture by spearheading the BCORP Environment and Sustainability Committee's event planning efforts, which raised awareness of environmental issues, promoted sustainability best practices, and fostered support for local businesses.

Digital Marketing and Social Media Strategist at the State University of New York Empire State College (October 2017- May 2022)
Industry Experience: Higher Education

- Served as day-to-day contact for digital (Google, Bing, Meta, YouTube, LinkedIn) marketing campaign planning and executions using exceptional time and project management skills that met campaign go-to-market deadlines.
- Oversaw ad creative development by collaborating with the college's internal creative department to ensure ad imagery, content, and overall messaging aligned with target demographics, college brand, and department objectives.
    - Increased event registrations by 52% for an Office of Academic Affairs webinar
    - Averaged a 3% web conversion rate.
    - Achieved a 50% increase in annual recruitment event registrations within the first year of employment by implementing custom audience segmenting and student testimonial ads.
- Implemented A/B creative tests for lead generation campaigns to understand target audience platform behaviors, enhancing campaign performance optimizations and driving improved results.
- Oversaw lead goal tracking in Google Analytics by integrating data sources and establishing clear UTM naming conventions, ensuring informed decision-making for campaign optimizations.
- Presented campaign findings and digital trends with college recruiters and stakeholders to help facilitate and refine their sales strategy, resulting in more targeted, strategic, and personalized sales events.
- Hired and managed a media buying agency in 2020 to offset internal team responsibilities, resulting in a 20% improvement in operational efficiency.
- Researched market trends, competitors, and keyword search queries to inform organic content creation strategy, ensuring new web and blog content followed SEO best practices, resulting in a notable 15% increase in organic traffic year over year.
- Managed and reconciled an annual digital marketing budget of $600k, allocating spending based on seasonal planning, data-driven insights, and college application deadline dates.

Search Strategist at the Patient Experience Project (September 2016-October 2017)
Industry Experience: Clinical Trial Recruitment | Healthcare | Rare Disease | B2B Marketing

- Developed, implemented, and optimized paid search campaigns informed by in-depth audience segmentation analysis.
- Contributed to monthly performance reports by providing digital strategists with paid search campaign results, insights, and recommendations.
    - Achieved a 433% increase in MQL for a demand generation clinical trial campaign by executing a targeted keyword campaign, incorporating comprehensive keyword research, strategic ad placement, and various bid optimizations.
    - Increased MQL's by 50% by adjusting landing page design and running an aligned paid search and social demand-marketing campaign strategy.
- Navigated legal reviews, internal approval processes, and client feedback loops to ensure paid search text ad content met compliance requirements.

Associate Search Manager at All Inclusive Marketing (February 2015 - February 2016) - Contract Role
Industry Experience: E-commerce | Retail Shopping

- Drove strategy, execution, and optimization of Search, Display, Retargeting, and Shopping campaigns in Google and Bing Ads
    - Increase sales volume on Bing Ads by 10%
    - Increased online shopping revenue by 175% during Q4 by aligning internal promotions and product features with external paid search and display campaigns.
- Authored new text ad content and ran A/B campaigns.

EDUCATION:

Bachelor of Communications, Public Relations, and Advertising | St. John Fisher College

PROFESSIONAL SKILLS:

Digital Marketing Expertise, Lead Nurturing, Growth Strategy, Search Engine Optimization (SEM), Content Strategy, Marketing Automation, Conversion Rate Optimization (CRO), Project Management, CRM Management, Team Leadership, Collaboration