

CASSANDRA STERN

CONTENT MARKETING PROFESSIONAL

CONTACT

847.845.8421
cstern.writing@gmail.com
csternwriting.com
[linkedin.com/in/cassandramstern/](https://www.linkedin.com/in/cassandramstern/)

EDUCATION

Bachelors of Arts
Loyola University Chicago
Chicago, August 2012

SKILLS

- Project Management
- SEO/SEM Strategies
- Microsoft Office Suite
- Copywriting
- Editorial
- Social Media Management
- Proofreading
- Editorial Interviewing
- Hubspot
- Later
- Buffer
- Planoly
- Hubspot Social Media Marketing Certification
- Google Digital Marketing Certification

EXTRACURRICULAR

ASBPE Excellence Awards - Judge
2020, 2021, 2022

Domestic Violence Legal Clinic -
Volunteer Advocate
September 2018- June 2019

Chicago Writers Association -
Member since 2020

SUMMARY

Accomplished marketing communications and copywriting professional with 7+ years of experience producing content for a dynamic range of industries including construction, digital marketing, eCommerce, not-for-profit organizations, events, and logistics.

EXPERIENCE

CREATIVE DIRECTOR

PETMD BRANDS | SKOKIE, IL | JULY 2021 - DECEMBER 2022

- Managed a three-person team to create marketing and listing content for 100+ products across eleven pet wellness brands on Amazon, Walmart, and Chewy.
- Lead Project Manager on The Incredible Pol product brand launch (11/21 - 6/22)
 - Created thirty SEO-optimized product listings
 - Executed organic Facebook and Instagram campaigns Dr. Pol Pets
 - Dr. Pol Pets FB page gained 30,000+ followers organic growth between Q1 and Q2 2022.
- Researched, coordinated and produced educational B2C marketing content including breed blogs, ingredient information one-sheets, product inserts and labels.

CONTENT MARKETING MANAGER

AMV HOLDINGS, LLC | BUFFALO GROVE, IL | NOVEMBER 2018 - JULY 2021

- Directed B2B and B2C marketing communications, event and sale promotions, customer relations support, written public relations materials, and social and email marketing strategies for multi-million dollar eCommerce company.
- Supervised a four-person team to produce blogs, product listings, marketing materials, and social content from concept to completion for six websites.
- Ensured all copy and content comply with established brand guidelines, are consistent in terms of style, quality, and tone-of-voice, and optimized for search and social promotion.

SOCIAL MEDIA EDITOR

MASON CONTRACTORS ASSOCIATION OF AMERICA | ALGONQUIN, IL | SEPTEMBER 2018 - MARCH 2022

- Published over forty pieces of written content for three MCAA publications and served as proofreader for all digital and published media materials.
- Provided live and written media coverage for over a dozen events, including AIAS Forum 2019 in Toronto, CAN, and World of Concrete 2020 in Las Vegas, NV.
- Create, edit, and publish three social media posts per day for eleven social media channels across Facebook, Instagram, LinkedIn, and Twitter.
- Co-Produced & Emceed MASONRY Strong Livestream Event in Captiva, FL
 - Marketing campaign lifetime audience reach of 230,000
 - 485,000 promotional impressions
 - Livestream reached 55,000+ views within seven days of launch