

CASSANDRA HANSEN

A marketing strategist passionate about telling stories through actionable insights, trending creative, and omnichannel strategies. My extensive experience in strategy and analytics for tech, higher ed, nonprofit, and e-commerce industries have given me the skills necessary for a senior marketing role.

WORK EXPERIENCE

Senior Digital Marketing Manager

2023 - Present

The Comfy (Remote)

- Analyzed digital advertising data through Looker reports to the Director of Growth and made key optimization decisions for current e-commerce campaigns.
- Developed data-driven paid strategies considering key business metrics (LTV, CVR, ROAS, and TACOS) and executed strategy throughout all stages of the funnel.
- Built and managed a tiered loyalty program, including analyzing key loyalty metrics and strategy for implementation through Shopify and Klaviyo email flows.
- Maintained relationships and executed product requirement tasks with licensing partners such as Disney, Marvel, Lucas, Squishmallows, and various universities.
- Managed content creation design, video editing, briefs and production efforts with influencers, creators, agencies, and affiliates + managed all organic social media.

Senior Digital Marketing Strategist

2021 - 2023

Mighty Citizen (Remote)

- Developed and implemented paid, earned, and organic digital marketing strategies for non-profits, higher education institutions, associations, and government organizations.
- Attended and spoke at national industry conferences on digital marketing analytics best-practices, as well as client-facing webinars and discussion sessions.
- Delivered dashboards, website performance, SEO, and overall digital marketing audit reports to mission-based organizations to inform overall marketing strategies.
- Managed tracking setup, data transitions, cross-domain consolidation, e-commerce/donation reporting and training of all GA4 and GTM accounts.
- Performed social listening, digital audience, SEO, and competitive research for global organizations to provide in-depth strategic recommendations.

Director of Marketing Strategy

2020 - 2021

Virtuous Labs Consulting (Remote)


- Researched, vetted, and implemented MarTech tools for data visualization, 360 reporting, SEO and digital marketing auditing, audience research, automation, database management, and programmatic media buying.
- Managed marketing budget and reported to leadership on progress, results, and ROI.
- Collaborated with leadership to develop and execute departmental goals, budget, organizational product offerings, sales/revenue benchmarks, and marketing processes.
- Reported on OKRs and KPIs to client campaigns through various digital marketing analytics products (Power Bi, Looker Studio, Tableau, and more).

Manager, Digital Analytics

2017 - 2020

Converge Consulting + Ruffalo Noel Levitz (Remote)

- Promoted within 6 months to lead development and delivery for the industry's first automated full-funnel reporting and data-driven campaign management product.
- Implemented company-wide data standardization and governance allowing the creation of over 80 client-facing Google Data Studio and Power BI dashboards and development of internal marketing data and industry benchmark databases.
- Coordinated with leadership, internal teams, and client boards to build new analytical products for advanced A/B testing, ROI, open rate, and conversion rate reporting.
- Partnered with Google to achieve a 100% switch to non-last click attribution models and launched client and internal educational training programs on data storytelling.
- Implemented and analyzed PPC campaigns across various search, display, and social channels and their attribution through enrollment funnel activities to 30+ institutions.

 562-641-7770

 cassie@cassandrahansen.com

 cassandrahansen.com

 linkedin.com/in/cassandrahansen

TECHNICAL SKILLS

Analytics & Data

- Reporting: Looker (Google Data Studio, Tableau, Power BI)
- Data Storage: Google BigQuery
- Statistics: Microsoft Excel, SPSS
- Language: HTML/CSS, JS, SQL, R
- SEO: WebCEO, SEMrush, Search Console, Moz

E-Commerce & Licensing

- Shopify
- Yotpo
- LoyaltyLion
- Disney OPA & CLC

Web & Digital Advertising

- Analytics: Amplitude, Looker, Google Analytics, Optimizely
- Behavior Analytics: Hotjar, Crazy Egg
- Automation/CRM: Klaviyo, Slate, Mailchimp, HubSpot, EMMA
- PPC: Google Ads, Microsoft Ads
- Social Ads: Facebook, Instagram, TikTok, LinkedIn, Snapchat, Twitter
- Google Tag Manager

Marketing Research

- Eye-Tracking: ASL Mobile, Tobii Pro
- Behavioral: Emotient, Qualtrics

Creative

- Adobe Creative Suite
- UGC: Yotpo, Billo, TTCX
- CMS: Shopify, Wordpress, Ektron, Joomla!, Unbounce, SquareSpace

WRITING EXAMPLES

GA4: [An Introduction](#) // [Transitioning Best Practices](#) // [Events 101](#) // [Building Custom Events](#) // [Nonprofits Guide](#)

Other: [Dissecting the UTM](#)

CERTIFICATION

Google Academy

Including: *Google Ads Fundamentals, Search, Display, and Google Analytics*

Digital Marketing Strategist

Aspire Digital (Dublin, Ireland)

2016 - 2017

- Created and delivered the agency's first automated reporting dashboards using Tableau.
- Defined target markets, implemented organic social and PPC strategies, and delivered analytical reports for 20 accounts within industrial, e-commerce, and tech industries.

Behavioral Researcher and Marketing Analytics Consultant

University of Iowa Tippie College of Business (Iowa City, IA)

2016 - 2017

- Increased conversion rates and delivered product launch analyses for a global CPG company by designing, conducting, and analyzing behavioral studies between various landing pages, retail shelf layouts, and product packaging designs.
- Analyzed large datasets from advanced research methods such as eye-tracking, facial expression encoding, and skin-conductivity to measure consumer behavior.

Creative Media Developer

University of Iowa Carver College of Medicine (Iowa City, IA)

2012 - 2016

- Garnered a \$25 million gift by gathering college success data and creating financial and analytical reports delivered to potential donors.
- Delivered and analyzed weekly segmented email automations for the college, health care collaborations, deans, donors, and executive recruitment.

Co-Founder and Chief Marketing Officer

MPA (Bloomfield, IA)

2009 - 2012

- Founded the company's marketing department while acquiring and retaining over \$500,000 in annual branding contracts through a strategic growth plan.
- Launched brand strategy, online stores, and email automation for national food suppliers.

Digital Marketing & Media Consultant

Freelance Consulting (Laguna Beach, CA)

2008 - Present

- Analyzed end-to-end marketing and sales data for subscription box brands to report on ROI/ROAS using Google Analytics and Google Data Studio dashboards.
- Developed and managed lead gen and e-commerce digital strategies for brands.

VOLUNTEER EXPERIENCE

Slum Teacher and Childcare Volunteer

Vidya Prasaran Childcare School (Delhi, India)

December 2019

- Developed lesson plans and taught English and math to 60 children of slum workers.

Member

Junior League of Cedar Rapids (Cedar Rapids, IA)

August 2019 - December 2019

Day of Caring Volunteer

United Way of East Central Iowa (Cedar Rapids, IA)

May 2018 - December 2019

- Coordinated and participated in two annual events sustaining a local food pantry.

Change Agent

University of Iowa Eco Hawks (Iowa City, IA)

March 2015 - May 2017

- Participated in Dorm Move-Out waste reduction event and assisted in the diversion of 1,036 dorm items (21,158 lbs) to charity that would otherwise be taken to the landfill.
- Collaborated to reduce waste at the 2015 Health Sciences Research Week by creating signage that educated participants on how to properly dispose of waste.

LANGUAGES

Native: English

Intermediate: Spanish, Hindi

Beginner: Korean, Gaelic

EDUCATION

The University of Iowa

Henry B. Tippie College of Business

Bachelor in Business Administration

Major: Marketing, Psychology

Study Abroad

- IES Abroad: Marketing Internship (Dublin, Ireland)
- Tippie: Supply Chain Management (London, England)

ACADEMIC HONORS

Jim & Emily Coble Business Scholarship

Merit-based, 2015-2016 and 2016-2017

IES Study Abroad Scholarship

Merit-based, June 2016

Tippie College of Business Scholarship

Merit-based, Spring 2016, Fall 2016

Short-Term Study Abroad Scholarship

Merit-based, November 2015

Nancy Hauserman Global Scholarship

Study abroad, November 2015

Marketing Institute Scholar

Top 16 marketing students to conduct

client field studies over 3 semesters

Fall 2015 - May 2017

Beta Gamma Sigma

National honor society recognizing the

top 10% of the business class

Fall 2015 - May 2017

University of Iowa Honors Program

Independent research thesis on client CPG

shelf layouts and advanced coursework

Fall 2013 - May 2017