**Cassandra Stern**

**Sr. Content Marketing Manager**

Chicago, IL 60626  
(847) 845-8421

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Portfolio available upon request

**EXPERIENCE**

## D&F Vapor - Buffalo Grove, IL

## *Senior Content Marketing Manager*

NOVEMBER 2018 - CURRENT

* Manage four-person team to produce content across six eCommerce websites including assigning and proofing blogs, product copy, marketing materials, and page content via Content Calendar
* Oversee short- and long-term planning and execution of social media content for Twitter, Instagram, and Facebook
* Utilize data reporting including Google and WordPress Analytics to produce SEO-friendly content across multiple platforms to increase conversions and improve CTR 5% YOY

## VisualFizz - Chicago, IL

## *Content Strategist*

​OCTOBER 2019 - CURRENT

* Collaborate with external websites on opportunities to produce backlinked content
* Research and wrote internal case studies showcasing client success stories with a focus on data analytics and social media management
* Create short- and long-form blog content on a variety of topics including experiential marketing and web design

## Mason Contractors Association of America (MCAA) - Algonquin, IL

## *Social Media Editor*

SEPTEMBER 2018 - MAY 2021

* Planned, built, scheduled, and executed social media posts for eleven social media channels across Facebook, Instagram, LinkedIn, and Twitter
* Co-Produced MASONRY Strong Livestream Event in Captiva, FL
  + Marketing campaign reached audience of 230,000
  + 485,000 promotional impressions
  + Livestream reached 55,000+ views within 7 days of launch
* Published over forty pieces of written content for MASONRY Magazine, MASONRY Design, and the MCAA 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, Canada, and World of Concrete 2020

## Motherway & Napleton, LLP - Chicago, IL

## *Paralegal*

SEPTEMBER 2015 - JUNE 2019

* Managed attorney schedule and 75+ personal injury cases in various stages of litigation, settlement, and probate
* Transcribed, drafted, edited, and proofed correspondence, pleadings, and discovery
* Performed research and analysis to produce medical record and billing abstracts, etc.

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# **EDUCATION**

## Loyola University, Chicago, IL [2008 - 2012]

Major:

**English Literature, BA**

Concentration: **African American Literature**

Minors:

**Bioethics**

**Environmental Action & Leadership**

# SKILLS

Certified Notary Public

WPM: 64

Microsoft Office Suite

Adobe

LexisNexis

PACER

e-Filing software [Odyssey, i2FIle]

WordPress

Wix

CRM [Hubspot]

Social media management software [Buffer, HubSpot Social, Sprout Social, HootSuite]

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# EXTRACURRICULARS

ASBPE Excellent Awards - Judge - 2020 & 2021

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

Windy City Crime Podcast - Founder & Host - 2021

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# REFERENCES

Bronzella Brown - Editor - MASONRY Magazine - [bbrown@masoncontractors.org](mailto:bbrown@masoncontractors.org)

Bradley Z. Schulman - Supervising Attorney - M&N - [bschulman@mnlawoffice.com](mailto:bschulman@mnlawoffice.com)

Additional references are available upon request.