**CASSIE SAMPSON**

3800 SW 30TH Street, Des Moines, IA 50321 ● (515) 991-0753 ● EVDaySpa@gmail.com ● www. EVDaySpa.com

Education: University of Northern Iowa, Cedar Falls, IA 1998-2001

*BA Leisure Services/Therapeutic Recreation*

Body Wisdom Massage Therapy School, Urbandale, IA 2004-2005

*700+ Hour Massage Therapy Training*

Business and East Village Spa, Des Moines, IA 2008-present

Leadership *Owner, Massage Therapist, Manager*

* Hands-on management of spa including marketing, leadership, customer service, employee development, and massage therapy services.
* Business has grown from 4 to 18 employees and 2016 revenue is projected to exceed $1 million.
* Use the spa as a vehicle for community service including providing free services and products to women at the Beacon of Life Shelter, discounted services to families working with Children’s Cancer Connection, and providing donations to over 50 fundraisers annually.

Massage Therapy Educator 2008-Present

*Instructor: Business, Marketing program*

* Developed 58-hour teaching curriculum focused on industry-specific business, marketing, and ethics education for massage therapy students and wellness professionals for Body Wisdom School in Urbandale, Iowa. Teach Business and Marketing program at least twice annually.
* Authored business articles for Massage Therapy Magazine and Massage & Bodywork Magazine.

Recreation Therapy Experience 2001-2005

*Activity and Volunteer Coordinator*

* Coordinated the Activity Therapy department for Westview Care Center, a 77-bed senior care center in Indianola, IA and grew small volunteer base to 44 regular volunteers and groups from 2001-2005.
* Provided recreation therapy and community integration skills training for residents at Vera French Pine Knoll’s mental health residential treatment facility, 2001.

Volunteerism: Historic East Village Volunteer 2009-Present

*Various Roles*

* Historic East Village Board Secretary from 2009-2011.
* Co-Chaired East Village Holiday Promenade 2009-2015, secured grants, media, and corporate sponsorships, increased event awareness and attendance, managed volunteers and entertainment.
* Served on the Historic East Village Gala fundraising committee for 2010 and 2011. The 2010 Gala raised more funds than the previous three East Village Gala events combined.

Spalloween Fundraiser 2011-Present

*Founder, Chair*

* Host annual fundraiser at East Village Spa to benefit a local animal rescue, raising funds through spa services and silent auction packages and giving rescues the opportunity to bring pets to meet prospective families.
* The 2015 event raised $2400 for Fluffy Butts Animal Rescue, a local 501(c)3, over the last 6 years we have raised nearly $10,000 for animal rescues through this event.

South Suburban YMCA Board of Managers 2015-Present

*Member, Annual Campaign Committee Member*

Awards: East and South Des Moines Chamber Entrepreneurial Spirit Award Winner 2013

East and South Des Moines Chamber Business of the Year Finalist 2013, 2015

International Spa Association Innovate Award 2014