



CASSIE SAMPSON, BA, LMT

East Village Spa, Owner

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www.EVDaYSpa.com

SUMMARY

Entrepreneur, community supporter, and wellness provider. I provide an opportunity where wellness professionals can thrive as employees and my business can provide support for the greater Des Moines community.

COMMUNITY LEADERSHIP

**Chair of Iowa Board of
Massage Therapy**
Governor's appointment
2015-present

**East and South Des Moines
(FuseDSM) Chamber**
MOXIE Business Support Group
chair 2016-Present

YWRC Celebrity Servers
2017

South Suburban YMCA Board
2015-present

Rotary Club of DMAM
2016-Present

**Historic East Village
Neighborhood Association**
Chair of East Village Holiday
Promenade 2010-2016

PROFESSIONAL EXPERIENCE

SPA OWNER • EAST VILLAGE SPA • 2008-PRESENT

Grew my massage therapy practice from one provider and treatment room to 11 treatment spaces, a retail shop, 25 employees and over \$1 million annual sales. Maintain high employee and client retention. Develop and implement all spa marketing include web design and social media. Donate to charitable causes including hosting our annual "Spalloween" fundraiser that has raised over \$12,000 for small animal rescues.

RECREATION THERAPIST • WESTVIEW CARE CENTER • 2001-2005

Activity Director and volunteer coordinator for 77-bed center. Developed activity calendars and led recreation therapy sessions. My proudest accomplishment was working with the management team to implement progressive "resident-centered-care" model.

EDUCATION

BODY WISDOM MASSAGE THERAPY SCHOOL • 2004-2005

725-hour massage therapy program

UNIVERSITY OF NORTHERN IOWA • BA-RECREATION THERAPY • 2001

Semester intern at Vera French Pine Knoll Mental Health Center

AWARDS

East and South Chamber

Entrepreneurial Spirit Award: 2013

Business of the Year finalist: 2013, 2014

International Spa Association Innovation Award

Recognized for our programs for employees with disabilities

Des Moines' Best Spa Awards

Cityview Readers Choice Best Spa 2011-2017

DSM Magazine Reader's Poll

USA Today 2016-2017



YOUR NAME

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EMAIL



TWITTER HANDLE



TELEPHONE



LINKEDIN URL