

# CASSANDRA PUDENZ

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## experience

### ACCOUNT MANAGER

**Lessing-Flynn, Des Moines, IA**

August 2017 – Present

- Develop and execute marketing strategies with internal teams to achieve goals and ensure client success, managing million dollar marketing budgets, timelines and project deliverables
- Manage day-to-day senior level client relationships, communication and service expectations, working with two large accounts and growing two new accounts
- Assist with new business opportunities by assembling strategic ideas and preparing proposals as well as pitching new ideas and opportunities to current clients
- Collaborate with internal account, creative and digital teams on projects, managing workflow, facilitating communication and providing mentorship for team members
- Oversee creation and execution of all marketing tactics via various channels including advertising, web and digital, public relations, content, video, social media, tradeshow and events, print collateral and sponsorship

### SENIOR MARKETING SPECIALIST

**TMG Financial Services, Clive, IA**

August 2014 – August 2017

- Developed and implemented all aspects of the marketing strategy for the company's new Canadian channel of business, including project management, budget, design, copywriting, list management, printing and results analysis
- Worked with client partners to create successful, strategic marketing programs across all channels for direct-to-consumer efforts
- Executed marketing campaigns accurately, on time, with proper approvals and within budget
- Assisted in the development and management of an annual marketing budget, managing project and program costs within established budget to ensure effective, efficient and on-plan marketing spend
- Built relationships with key internal and external stakeholders to drive and implement marketing tactics

### MARKETING MANAGER

**Hubbell Realty Company, West Des Moines, IA**

June 2011 – August 2014

- Managed the Marketing Department, including strategic planning, budgeting, client relations, process improvement initiatives and providing direction and leadership to a team of marketing associates
- Implemented a PR, advertising and social media plan for Cabins for Campers 24/7 "extreme build" charity event, raising awareness throughout the Des Moines metro and garnering over \$20K in earned media
- Maintained media relations and executed PR efforts, increasing media placements by 140% in one year
- Organized and facilitated over 30 ribbon cuttings, ground breaking ceremonies and networking events per year, coordinating with local Chamber of Commerce and City officials
- Developed brand and drove awareness of fifteen new multi-family communities and Hubbell's first assisted living and memory care facility, working directly with investors and property managers

### MARKETING SPECIALIST

**Advanced Heat Treat Corp., Waterloo, IA**

May 2010 - June 2011 (Marketing Intern, April 2008 - May 2010)

- Managed digital marketing strategies, website, SEO, pay-per-click advertising, social networking and email newsletters
- Assembled yearly marketing plan including SWOT analysis, industry evaluation, budget and implementation timeline
- Prepared marketing collateral and presentations for multi-billion dollar original equipment manufacturers
- Wrote award/grant applications, garnering \$150,000 and increasing company recognition within the community

## education

**UNIVERSITY OF NORTHERN IOWA**

**Bachelor of Arts: Marketing**

**Minor: Graphic Communications**

Summa Cum Laude

Presidential Scholar

College of Business Purple and

Old Gold Award for Marketing

## activities

**AMERICAN MARKETING ASSOCIATION**

Iowa Chapter President, 2018 - Present

Iowa Chapter Board of Directors, 2012 - Present

Member, 2007 - Present

**UNI COLLEGE OF BUSINESS**

Young Alumni Advisory Board Chair, 2017 - Present

Executive Advisory Board Member, 2017 - Present

**DES MOINES SOCIAL CLUB**

Board of Directors, 2017 - Present

Marketing Committee Chair, 2018 - Present

## achievements

**GREATER DES MOINES**

**LEADERSHIP INSTITUTE**

Community Leadership Program

Class of 2015