

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