

CASSIE M. THOMPSON

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PROFESSIONAL QUALIFICATIONS

- Exceptional organizational talents and a keen sense of overall order
- Well practiced in scheduling, event-coordinating, and fostering client relationships
- Innovative, creative mind with a balanced analytical approach--providing valuable atypical solutions
- Excellent written and verbal communication skills
- Energetic and willing to learn new applications and responsibilities while providing a positive, professional demeanor
- Proficient with common office applications: Zoom, Concur, MS Word, Outlook, Sharepoint, Workday, Excel, PowerPoint; Oracle, AIM, Trello, Slack, Pipedrive CRM, Google AdWords and Google Analytics certified, Hubspot Email Marketing

WORK EXPERIENCE

ALSAC/ St. Jude Children's Research Hospital (Memphis, TN)

Senior Administrative Assistant

Oct 2018- present

- Scheduling for Sr. VP, Field Development and VP, Programs & Strategy (very heavy calendars!)
- Books travel for executive appearances
- Reports expenses and works closely with division Finance Director to ensure appropriate coding
- Coordinates with office of the CEO for on campus events and Board Meetings
- Tracks events for 38 offices across the U.S. and provides Marketing Materials
- Tri Delta Partnership Relationship Management and Event Planning

TJX Companies (Memphis, TN)

Freelance Copywriter

Sept 2017- Sept 2018

- Created detailed product descriptions for e-commerce use, in line with SEO best practices
- Worked closely with partner, Sandbox photo studio, to ensure best overall presentation of retail
- Corresponded with vendors to properly convey individual brand voices, keep consistent wording

Collaborata (Chicago, IL)

May 2017-August 2017

Marketing Intern

- Generated new leads for B2B and B2C client acquisitions
- Wrote and edited web copy, blog posts, press releases
- Analyzed qualitative and quantitative data, contributed to narrative for enhanced deliverables of highly customized consumer insights
- Set social media posting schedule and strategized/created relevant content for sharing across LinkedIn, Twitter, and Facebook

The Bump Studio (Memphis, TN)

Dec 2015-May 2017

Business Manager

- Developed and implemented employee policies and training manual
- Managed all social media accounts in addition to creating content for blog
- Generated copy for marketing materials and for website
- Provided exceptional customer service
- Purchased retail items for gift shop, prioritizing local goods
- Contributed to new business launch, organizing a successful grand opening event with press

Private Group Acquisition Management (Chicago, IL)

July 2013-Dec 2015

Executive Assistant

- Maintained detailed property portfolios using Microsoft Excel
- Coordinated schedules for realtor showings
- Planned and oversaw client dinners and various events
- Facilitated correspondence for Director of Operations
- Led efforts to reduce office carbon footprint

EDUCATION

Illinois Wesleyan University – Bloomington, IL

Major: Music Theatre – attended 2007-2009

University of Memphis–Memphis, TN

BFA Theatre Performance – attended 2009-2011

PROFESSIONAL REFERENCES AVAILABLE UPON REQUEST