



# CASSIE MAACK

## EXPERIENCE

### CONTACT

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Cassie Maack



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### EDUCATION

#### **BACHELOR OF ARTS: JOURNALISM AND MEDIA COMMUNICATIONS**

2016

Colorado State University  
Fort Collins, CO

### SKILLS

Social Media Analytics & Reporting  
Sprinklr  
Copywriting  
Strategy and content creation for:  
Pinterest  
Twitter  
Instagram  
Facebook  
YouTube  
Adobe Premiere  
Adobe Photoshop  
WordPress  
Hootsuite  
NetBase  
Hypr  
Blogging  
SEO & SMO  
Proficient in HTML

#### **SOCIAL MEDIA CONTENT STRATEGIST**

*Sling TV / Denver, CO*

*August 2019 - June 2020*

Generated regular reports based on our primary KPIs for continued optimization  
Produced and published content at the X Games resulting in 100K organic impressions  
Developed strategic test plan to optimize paid social and digital efforts  
Utilized Facebook Groups to increase organic engagements by as much as 200%

#### **DIGITAL ENGAGEMENT STRATEGIST**

*Crispin Porter & Bogusky / Boulder, CO*

*November 2017 - August 2019*

Developed and implemented social media strategy for Hershey brands and Jose Cuervo  
Oversaw the production of digital assets to ensure the implementation of  
platform-specific optimizations

Led real-time social response strategy for Hershey

Produced analytical and competitive reports for various brands

Provided creative teams with social inspiration and insights during creative briefings

#### **FREELANCE CONTENT MANAGER**

*Clevver Media / Los Angeles, CA*

*March 2017 - August 2017*

Directed editors when making YouTube videos Facebook friendly

Videos averaged over 100,000 views on Facebook in 24 hours

Produced content for Clevver's Snapchat and Instagram Stories

Wrote newsworthy articles for Clevver.com

Managed 3-6 daily YouTube uploads for Clevver News

#### **WEB EDITORIAL INTERN**

*Yoga Journal / Boulder, CO*

*June 2016 - July 2016*

Developed and implemented strategy for YouTube and Pinterest

Increased Pinterest following by 4,000 in two months

Wrote "Out There" blogs for upcoming yoga events

Directed search engine optimizations of old articles using WordPress

#### **CREATOR/PRODUCER OF MONTHLY SKETCH COMEDY SHOW**

*Rocky Mountain Student Media / Fort Collins, CO*

*May 2015 - May 2016*

Grew audience to over 1,000 viewers in four episodes

Managed relations between production staff, talent and sponsors

Acquired a monthly budget

Oversaw the production process from start to finish