

VALUE PROPOSITION

CORE COMPETENCIES

- Change advocate that creates strong partnerships with team members, partners, volunteers and vendors to achieve engagement and goals
- Advocate of holistic strategic thinking to enhance customer experiences and drive profits
- Innovative business professional and training program developer
- Skilled project manager with high attention to detail
- Accomplished writer and public speaker

MARKETING EXCELLENCE

- Designed digital text and display campaigns with click-thru rates 6x the industry standard, conversion rates 3x the industry standard and a ROI of more than 200%
- Achieved placement on Forbes' 2019 Top Banks in CT list
- Grew social media presence by 1,000 followers and 3x impressions in less than six months
- Created engaging email onboarding for consumer, business and mortgage customers
- Designed author website and assisted in redesign plans for the Bank website

STRATEGIC PLANNING

- Training plans lead to record growth each year (2018 - deposit growth \$71mm, \$27.7mm booked consumer loans and commercial lending growth of 17% YOY)
- Capitalized on changes in the market to create product and training that resulted in 163 new accounts and \$2.7 million in deposit growth in 3 months
- Lead advertising and campaign strategy for traditional and digital media
- Completed 7 book launches with paid and organic strategies that resulted in Top 100 ranking on Amazon

CROSS-FUNCTIONAL LEADER

- Worked to engage over 50 local businesses with over 150 locations in annual food drive to benefit the United Way of SE CT
- Drove consensus, empowered team members and provided essential support to select new digital solutions for customers
- Worked with the Chief Commercial Lending Officer to launch a lead generation partnership with a 400% ROI
- Conducted SWOT of business banking environment and developed specific training to increase confidence and sales

CASSANDRA GIOVANNI Marketing Professional

Excerpts from a Predictive Index Assessment:

- *If your team needs a facilitator, Cassie may step into that role. If they need a decision made, she will likely be happy to make one.*
- *Fluid and versatile, Cassie will transform her style to meet the current needs of the team.*
- *Often the glue that holds the team together, bridging disagreements, offering perspective and providing both energy and caution in the right amounts.*

PROJECT MANAGEMENT

- Received Presidents' Award in 2015 in recognition of superior project management skills
- Led project and training for new business suite that resulted in a 22% increase in balances and doubling cash management solutions sold
- Facilitated the creation of a new money market solution and training program which sourced 3x the goal projection
- Successful management of an average of 20 major projects annually

EFFECTIVE COMMUNICATIONS

- Annual radio guest on local stations for the Uniting for United Annual Competitive Food Drive
- Guest speaker on the CT Author Trail
- Skilled and effective speaker for training calls
- Designed internal communications including employee newsletter and SharePoint site
- Developed new team member onboarding and training programs for both Savings Institute and Mystic Aquarium

PROCESS OPTIMIZATION

- Updated HR Staff Handbook and policies to be inclusive and engaging
- Managed key product launches and training execution
- Reviewed, consolidated and optimized over 300 operations policies
- Worked with IT to create internal CRM that improved customer service and increased cross-sold solutions
- Worked with IT to create a new intranet that decreased time searching for data

TEACHING

- Developed robust new team member training and onboarding
- Trained team members on all new product launches
- Developed and recorded series of how-to videos for customer solutions
- Designed and facilitated internal webinar series to train on business products
- Created and executed branch weekly operations and sales training calls