

# Cassandra Giovanni

Marketing Professional

## Accomplishments

- Developed and executed strategic plans lead to record growth each year (2018 - deposit growth \$71 million, \$27.7 million booked consumer loans and the most significant increase in commercial lending in the bank's history with 17% growth YOY)
- Designed digital text and display campaigns that resulted in click-thru rates up to six times the industry standard, conversion rates at three times the industry standard and an ROI of more than 200%
- Spearheaded rebranding of Savings Institute, which resulted in a brand awareness increase by 40% in new markets and placement on Forbes' 2019 Top Banks in CT list

## Experience

### Executive Administrator of Operations / Mystic Aquarium

12/2019 – 3/2020 (Furloughed due to COVID-19)

- Worked in conjunction with the COO to future-proof the organization through cross-functional leadership
- Oversaw the creation and deployment of a standardized HR Process
- Updated the Staff Member Handbook to be legally compliant, along with creating more inclusive policies and procedures
- Created and deployed e-Signature process for all HR onboarding and ongoing documents
- Worked with IT vendor to create Strategic Plan and project for deployment of updates to infrastructure and employee training protocols
- Outlined and created plan to deploy new employee training and onboarding program
- Selected as Chairperson of the Diversity and Inclusion Committee

### Author / Represented by Michelle Richter (Fuse Literary)

01/2011 - Current

- Amazon Bestselling author of 13 fiction novels and 3 children's illustrated books
- Graphic design of all book covers, internal book formatting and marketing materials
- Designed and SEO optimized author website and blog

## Website

[www.cassiegiovanni.com/prowriting](http://www.cassiegiovanni.com/prowriting)

## Skills

Team Management



Budgeting and Allocation



Holistic Advertising Strategy



Brand Management



Project Management



Strategy Planning



Vendor Management



Graphic Design



Public and Media Relations



## Marketing Manager / Savings Institute

07/2015 – 08/2019

- Head of the Marketing department, which included the supervision of two team members, over 20 major projects annually and management of a budget of more than 1 million dollars
- Tactical Strategy Development resulting in 163 new accounts and 2.7 million dollars in deposit growth in three months
- Oversaw organic growth methods, including the bank's email program, public relations, event management, website development, and search engine optimization, and social media
- Lead campaign strategy development for newspaper, radio, outdoor, text/search, digital display, and social media
- Wrote, designed and edited of all customer-facing content

## Assistant Branch Administrator / Savings Institute

07/2013 – 07/2015

- Received Presidents' Award in 2015 in recognition of Project Management skills
- Developed and trained users on CRM tool
- Led projects to launch Image Deposit ATMs, which resulted in a 22% migration rate in less than a year
- Managed and supported key products for branches through policies, gap analysis and training development

## Assistant Branch Manager / Savings Institute

05/2012 – 07/2013

## Education

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### Associate of Science: Marketing

*Penn Foster College*

- Graduated magna cum laude
- Member of Delta Epsilon Tau International Honor Society

### Bachelor of Science: Business Management (HR Concentration)

*Penn Foster College*

- Dean's List
- Class of 2020

## Certifications

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- Public Relations | Penn Foster
- Digital Brand Management | Oregon State University

## Affiliations

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- Co-Founder, Uniting for United
- Past Board Member, New England Financial Marketing Association

## Professional Appearances

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- This Month in Banking Podcast | [Is Your Brand Dead?](#)
- Money Marketing Podcast | [AI in Bank Marketing](#)
- ABA Marketing | [Signs Your Brand is Dead](#)
- ABA Marketing | [Segmentation Silos](#)
- ABA Marketing | [The Brand of You](#)
- ABA Marketing | [Creating Brand Standards](#)
- ABA Marketing | [The Four Ps of Brand](#)