

Cassandra Cloutier

New York, NY | 413-439-5435 | cassandraNcloutier@gmail.com

Education | Marymount Manhattan College (MMC), B.F.A.

Experience

Growth Marketing Associate | Campus | September 2023 - Present

- Increased word-of-mouth referrals with a conversion rate 10x the company average by generating awareness through events and student engagement
- Developed workflow to connect multiple internal stakeholders in the development, implementation, and publicity of a new scholarship program
- Strategize and execute social media content for all channels including managing influencers and student content creators for multiple campaigns featuring Shaquille O'Neal

Prompt | July 2020-September 2023

Social Media Manager | January 2022-September 2023

- Developed, planned, executed, and monitored engagement for social content on Instagram, TikTok, Facebook, YouTube, email newsletters, and blog posts. Adapted approach based on weekly metric analysis.
- Increased following on all platforms including a 338% year-over-year jump on TikTok that resulted in a 5% increase in consumer sales

Writing Coordinator & Operations Specialist | January 2021-September 2023

- Managed network of 100 coaches by advising instruction, approving feedback, and prioritizing the work queue
- Coached high school students via Zoom video calls and >2,500 essay reviews with the goal of improving students' writing skills
- Coordinated partnerships with more than 30 high schools and admissions consulting firms to share Prompt's resources through webinars, outreach to students and families, & daily troubleshooting and request management

Freelance Writer |(Portfolio)| 2014-Present

Intimacy Director | MMC | August 2021-April 2022

- Facilitated consent-based intimacy practice to help the company and artistic team meet the demands of the theatrical work
- Supported the instruction of theatrical intimacy education curriculum by developing curriculum guidelines and presenting lectures across the department

Acting, English, ESL Instructor | Varsity Tutors, Private Clients, VIP Kid | February 2020-February 2021

- Planned curriculum and taught theatre, phonics, and story hour classes for groups of up to 100 students
- Tutored private acting, reading, and writing students, ages 5-16
- Taught ESL classes to children living in China, ages 3-12, including phonics, vocabulary, conversation, and pronunciation courses. Supplemented basic curriculum with individualized games, props, and rewards

Skills | Copywriting, Editing/Proofreading, Academic Research, Client Acquisition, Customer Relationship Management, Fluency in Social Media Platforms, Video Editing, Curriculum Development, Mental Health First Aid Certified