

Cassandra Cloutier

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

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

Experience

Prompt | July 2020-Present

Social Media Manager | January 2022-Present

- Develop and implement a year-long social strategy including email newsletters, short and long-form content, and community engagement
- Plan, execute, post, and monitor engagement for all content on Instagram, Tik Tok, Facebook, and YouTube
- Adapt strategy based on weekly tracking, analysis, and reporting of analytics

Writing Coordinator & Operations Soecialist | January 2021-Present

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

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 they are creating together
- Supported the instruction of theatrical intimacy education curriculum by developing informational documents and assisting with lectures for students 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

Research Assistant | Professor Haila Strauss | May 2018-January 2019

- Studied 30 boxes of primary documents in NYPL archive to investigate the history of U.S. social dance
- Presented findings through a self-produced podcast and lectures for undergraduate students

Production Dramaturg | MMC | May 2018-May 2019

- Offered research and playwriting support for a playwriting exchange between undergraduate students and incarcerated individuals, and facilitated a recorded performance of the 5 short plays
- Created and executed genre-specific history lectures, a dramaturgical blog, lobby display, and program notes

Correspondent | Wilbraham-Hampden Times | July 2014-January 2016

- Wrote weekly full-length news and human-interest pieces as well as formatting briefs and shorter content for influential newspaper with distribution in Western Massachusetts region

Skills | Editing/Proofreading, Professional Writing, Fluency in Social Media Platforms, Meta Analytics, Google Analytics, SEO, Canva, Video Editing, Curriculum Development, Academic Research, Client Acquisition, Customer Relationship Management, Mental Health First Aid Certified, Organizational Management