

CASSANDRA STOKLOSA

cassandra.stoklosa@gmail.com

cassandrastoklosa.com

<https://www.linkedin.com/in/cassandrastoklosa/>

800 Valdez Street, Unit B • Austin, TX 78741 • (650) 520-6482

EXPERIENCE

GOLFSMITH INTERNATIONAL, Austin, TX

2015 - 2017

Director of Marketing (2015 – 2017)

Head of Marketing Department. Responsible for driving brands in the US and Canada through a holistic view of media and creative. Managed all agency relationships (media, digital, ethnic & creative) in the US and Canada.

- Led an award-winning team of 30+ professionals across media, online marketing, email, PR, content and creative; created new accountability model which improved department efficiency and adherence to timelines by 25%
- Translated personas research into actionable marketing strategy; shifted messaging & media target from the avid, older golfer to a casual, younger golfer; improved overall brand awareness
- Controlled budgets for all North American brands (~\$50MM/year); interfaced with IT and finance teams; identified and eliminated 10% budget waste via audit of all vendor contracts
- Selected into a bonus program for high-performers; grew team from 2 to 30+ through role expansions and promotions

Director of Omnichannel Media & PR (2015)

Head of Media Team. Responsible for media planning and buying. Main client contact for all media & digital agencies.

Accountable for driving online marketing metrics: site traffic, CPC, etc. Developed roadmap for driving omnichannel agenda.

- Developed a robust 360* media plan for Golfsmith and Golf Town; implemented new CRM-powered media channels and shifted away from traditional site placements to programmatic media; generated a \$2MM cost savings while improving effectiveness
- Launched the Golfsmith blog; increased site traffic by 5% and was awarded Best Golf Blog by various outlets 3x in first year
- Led two RFP processes to replace incumbent digital agencies; resulting changes led to 15%+ improvements in digital metrics YOY

WALMART, Bentonville, AR

2012 - 2015

Marketing Manager, Media & Digital Marketing (2014 – 2015)

Member of Media Services Team. Responsible for media planning and buying of all general merchandise coop & corporately funded programs; managed media agency. Worked as an internal media consultant, translating what the media plans mean for the business to merchants and category marketer. Digital Media Advocate; responsible for pushing digital spend to 20% overall.

- Partnered with iHeartMedia to create a custom video/audio series displayed both online and in-store (“Beyond the Booth”) to drive credibility with Millennials; garnered over 22MM impressions via radio, digital and social
- Spearheaded the development of Walmart’s holiday (most important) media plan, gaining alignment among key cross-functional stakeholders and supervising budgets; delivered an incremental \$10MM of media YOY with flat budgets
- Brought the planning of Walmart’s in-store TV network in-house, trained team to replace planning agency; generated \$500K/year in cost savings by eliminating agency fees
- Launched Walmart’s Savings Catcher product with a robust 360* media plan; outpaced predicted sign-ups

Associate Marketing Manager, Media & Digital Marketing (2012 – 2014)

Member of Social Media Team. Responsible for Walmart’s paid social strategy and execution; managed digital agencies. Set organic channel strategy for Pinterest.

- Drove Walmart’s change in strategic direction for paid social media by translating customer research into actionable recommendations; partnered with finance and customer insights to jointly present a business cases to shift all spending to targeted messaging; resulted in a budget shift of \$30MM to our recommended course of action and improved social KPIs
- Directed Walmart’s Facebook fan acquisition efforts with multiple vendors, supervising creative creation and managing budget to grow Walmart’s presence on social media; surpassed 30MM national fans on budget and on schedule
- Established Walmart’s presence on Pinterest by creating a strategy for daily content publishing; tripled follower base

L’OREAL, New York, NY **Summer 2011**

Summer Marketing Intern for Maybelline New York Mascara

Member of Maybelline Mascara’s Brand Team. Tasked with an overall audit of all organic and paid digital strategies used to support new product launches.

- Conducted a study of competitive digital messaging tactics; recommended an integrated digital & offline communications strategy predicted to increase future launch shares by 80%

PROFILE MARKETING / THE REAL ESTATE GROUP NY, New York, NY**2008 – 2010**

One-woman team leading the in-house full-service advertising agency, focusing on new residential developments. Responsible for all media planning & buying as well as campaign execution (trafficking, creative design, etc.).

Media Director (2009 – 2010)

- Analyzed tracking data and developed a new placement strategy for online, print and television advertising; generated 200% more traffic per online placement and increased conversions from print media by 300%
- Managed a cross-functional team of designers, developers and partner agencies tasked to accelerate the production of client creative assets; enabled the client to purchase remnant ad space at 25% of standard cost
- Implemented ad tracking to advertising campaigns across platforms doubling measurable return

Marketing Manager (2008 – 2009)

Member of Online Marketing Team. Responsible for designing and executing a complete content marketing strategy to support search marketing efforts. Hands-on management of paid search programs.

- Evaluated effectiveness of search marketing campaigns and implemented A/B testing which led to a 50% increase in conversion rates and saved clients an average of \$50K/year
- Formulated a new online strategy to improve visibility of the company's website earning the #1 Google rank for a previously untargeted keyword in under one month

APPLIED PREDICTIVE TECHNOLOGIES, San Francisco, CA**2006 – 2009**

One-woman team leading all marketing and recruiting efforts for SF office. Responsible for filling sales pipeline with qualified leads for a hybrid entrepreneurial software and consulting firm focusing on marketing analytics; primary focus on email and content marketing, including white paper development.

Marketing Manager (2007 – 2009)

- Oversaw all aspects of email program: wrote content, maintained click-thru percentages, increased database from 25K to 50K
- Handled all external communications with the press, industry analysts and APT's investors; doubled contact database

Business Consultant (2006 – 2007)

Member of the San Francisco Consulting Team. Responsible for enabling the analysis of large data sets (customer and product-level). Wrote SQL code to load software product. Conducted ad hoc analysis as requested by client.

- Examined the adoption process for a new ATM technology; improved client's ability to target high-value customers

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, Texas**May 2012**

Master of Business Administration; Concentration in Brand & Product Management; GPA 3.71; GMAT 710

UNIVERSITY OF PENNSYLVANIA, Wharton School of Business, Philadelphia, PA**May 2006**

Bachelor of Science in Economics; Concentration in Marketing & Communications; magna cum laude, Dean's List; GPA 3.64