

# CASSANDRA YARDENI WAGNER

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## Professional Experience

### Euclid Media Group

#### Senior Marketing & Events Director | 2015 - Present

- Accountable for establishing marketing strategies, with laser focus, for the San Antonio Current as well as 10+ local consumer events and festivals annually; integrating digital, email, social, print, and broadcast media efforts, both paid and earned.
- Direct event ticketing efforts, monitoring and evaluating sales trends daily
- Effectively direct a marketing and events department budget of ~\$1M.
- Manage integrated marketing campaigns, including Google My Business, Google AdWords, paid Facebook and Instagram campaigns, programmatic email and paid search for several clients
- Develop and facilitate comprehensive marketing plans for businesses and brands
- Direct and populate SA Current social media platforms and event websites.
- Develop and manage the Press Club fundraising campaigns across seven markets which have raised \$400,000+ in 6 months.
- Develop, sell and execute sponsorship decks and opportunities
- Report directly to COO + Publisher
- Promoted from Marketing + Events Manager to Senior Marketing + Events Director after two years; additional responsibilities include ongoing consulting for marketing and events strategies for sister properties (markets include Orlando and Tampa Florida; Cincinnati and Cleveland, Ohio; St. Louis, Missouri; Detroit, Michigan)
- ***Current responsibilities also include the managerial duties listed below:***

### San Antonio Current (Euclid Media Group)

#### Marketing Manager | February 2013 – November 2015

- Direct and facilitate multimedia promotions and public relations/outreach for SA Current events, initiatives, special issues and clients/ client events.
- Direct and produce large-scale citywide events including San Antonio Flavor; Best of San Antonio; Cocktail; San Antonio Music Showcase; Whiskey Business; San Antonio Beer Festival; Taco Fest: Music y Más, San Antonio Burger Week; San Antonio Donut Fest
- Manage and facilitate involvement in SA Current-sponsored and third-party events
- Manage a team of promotional ambassadors

## Witte Museum

Marketing Coordinator | January 2011 – February 2013

- Assist in development and implementation of marketing and public relations strategies to maximize awareness of museum exhibits and programming
- Facilitate media buying and coordination of asset production and trafficking
- Manage museum website updates
- Manage social media platforms and content
- Draft and deliver press releases and kits
- Coordinate marketing + public relations outreach events and museum tours
- Assist in development of annual marketing budget
- Develop and manage email marketing campaign

## Education

Master's Degree in English Literature & Language | May 2021

St. Mary's University | San Antonio, Texas

- Graduate Research Assistant, MAS Symposium: Antiracism and Latinx/Chicanx Cultures and Communities
- Member of Sigma Delta Tau International English Honor Society
- Member of National Society of Leadership and Success
- Graduate dean academic scholarship recipient

Bachelor's Degree in Communications & Creative Writing | 2010

University of Texas at El Paso | El Paso, Texas

- Borderzine.com reporter
- Creative Writing Society public relations officer

Bachelor's Coursework: Media Studies & Communication | 2005-2007

Fordham College at Lincoln Center | New York, New York

- Jogues scholarship recipient
- Elected to United States Government, Freshman and Sophomore years