

Cassie (Cassandra) Knudsen

Growth Marketing & Strategy | Omni-Channel Optimization | Partner & Affiliate Expansion

Strategic data-driven growth marketer and product manager with experience designing and executing full-funnel campaigns, managing omni-channel media efforts, and driving partnership and affiliate strategies. Experienced leader and problem solver. Combining analytics with creative insight to fuel measurable growth across all areas of the business.

PROFESSIONAL EXPERIENCE

Knudsen Strategy and Tech Solutions, Hybrid, MA Growth Marketing Consultant

JUL 2024 - FEB 2025

- Built full-funnel growth strategies across paid, organic, and affiliate channels for SMB clients.
- Implemented site tracking infrastructure (GA4, GTM, UTM) to optimize user journeys and retention.
- Developed and executed partnership marketing campaigns, improving brand visibility and traffic.
- Delivered reporting frameworks to drive insights, conversion, and lead gen efforts.
- *Local small business Ausrine 8.18 showed 8% revenue growth and 5% site interaction within 3 months of strategy changes and process optimizations.*

Business.com (Centerfield Media), Hybrid, MA Senior Manager, Marketing Operations

FEB 2023 - FEB 2024

- Directed marketing ops strategy, driving 10% YoY revenue growth (~\$2M impact).
- Led GTM planning, campaign calendar coordination, and insight-based optimizations.
- Mentored analysts in forecasting and funnel analysis to refine performance.
- Executed A/B testing and cross-platform performance improvements.
- *Established new monetization strategy across product lines, resulting in 8% change in profit margin MoM, and upsell possibilities alongside quality traffic.*

Business.com (Centerfield Media), Hybrid, MA Marketing Operations Manager

NOV 2021 - JAN 2023

- Oversaw omni-channel campaign execution, from setup to reporting and optimization.
- Led improvements to martech processes that enhanced visibility and impact of campaigns.
- Collaborated with content, product, and analytics teams to align strategic initiatives.
- *Implemented redirect strategy in accordance with advertiser budgets to SEO*

CONTACT INFO

+1 (781) 234-8332
Norwood, MA, USA
[Email](#) | [LinkedIn](#) | [Website](#)

EDUCATION & TRAINING

University of Hartford

West Hartford, CT
- *Bachelor of Arts, 2015*
Politics & Government
Modern Language & Culture

Lean Six Sigma

Bedford, MA
- *Yellow Belt Training, 2016*
- *Green Belt Training, 2016*

Google University

Remote, Online
- *DoubleClick for Publisher, 2019*

TECHNICAL TOOLS

GA4 | GTM | Meta Ads |
Google/Bing Ads | Salesforce |
Excel | Airtable | SQL | Tableau |
WordPress | Iterable | Adobe
Suite | ChatGPT

CORE COMPETENCIES

Growth Marketing
Omni-Channel Strategy
Affiliate/Partner Marketing Full
Funnel Execution
Campaign Optimizations
Forecasting & Analysis
A/B Variant Testing
KPI Reporting
Tracking Implementation
Content & UX Strategy
Martech Stack Optimization

Business.com (Centerfield Media), Waltham, MA
Marketing Operations Affiliate

FEB 2019 - OCT 2021

- Improved affiliate channel performance through campaign audits and reporting.
- Provided actionable insights from tracking data and led UTM schema enforcement.
- Analyzed and troubleshoot campaign issues across ad platforms and optimized setup.
- *Established channel breakout forecast, providing KPI data for healthy margins*

True Taste Seasonal Kitchen, Needham, MA
Creative Marketing Associate

JUL 2017 - NOV 2018

- Designed and executed localized digital campaigns to grow brand reach.
- Analyzed user behavior and implemented strategies to increase retention.
- *Established online presence with Meta products, growing site interaction 5%*

Dell Technologies (RSA/EMC), Bedford, MA
Business Data Analyst, Sales Operations

AUG 2016 - JAN 2017

- Managed billing workflows and revenue forecasting for enterprise-level product engagements.
- Supported project planning and campaign reconciliation for multiple internal teams.
- *Ran sales pipeline forecast meetings resulting in 5% growth of total Business Development Representatives hitting pipeline goals*

Dell Technologies (RSA/EMC), Bedford, MA
Revenue Operations Analyst, Product Operations

AUG 2015 - JAN 2016

- Process orders for products for revenue recognition and alignment with sales targets.
- Develop and deliver training material for revenue recognition and quote-to-cash processes.
- *Created process documentation and trained team on billing and sales tracking within SAP, the ERP Software utilized*

ADDITIONAL ROLES

- *Associate Project Accountant, Professional Services*
- *Legal Assistant/Paralegal, Pharmaceuticals*
- *Sales and Marketing Representative, Craft Brewery*
- *Short Term Educator, Spanish Language*

LANGUAGES

English, Native Fluency

Spanish, Technical Proficiency

SOFT SKILLS

Adaptable and Easygoing

Passionate Self Starter

Empathetic and Patient

Motivated Learner & Educator

Creative and Innovative

Emotionally Intelligent

Determined Problem Solver

Interpersonal Conflict Resolver

SYNONYMOUS TITLES,

KEYWORDS &

COMPETENCIES:

Growth Marketing Manager

Digital Marketing Strategist

Performance Marketer

Demand Generation Manager

Paid Media Lead

Acquisition Marketing

Marketing Strategist

Campaign Manager

Full Funnel Marketing

Lead Generation

Conversion Optimization

A/B Testing

Affiliate Marketing

Channel Strategy

Digital Media Optimization

Omnichannel Campaigns

Content Strategy

Customer Journey

Brand Growth

Attribution Models

Paid Social

SEO/SEM

Media Buying