

Cassie (Cassandra) Knudsen

Marketing Strategist & Analyst | Forecasting, Revenue Insights, and Data-Led Campaign Growth

Proactive product marketing & analytics manager with a background in data-driven campaign growth and technical execution and growth strategy. Expert in Google Analytics, Google Tag Manager, Microsoft Excel and more. Streamlining and integrating business processes and technology platforms to drive revenue insights and inform business strategy.

PROFESSIONAL EXPERIENCE

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

JUL 2024 - FEB 2025

- Conducted KPI analysis and utilized GA4 insights to drive client strategy recommendations, resulting in an 8% revenue growth for a small business within three months
- Created dashboards with actionable data points and forecasting tools for partner and channel optimization for campaign performance.
- Synthesized data into growth plans and ad spend reallocations for revenue lift and healthy margins.
- Delivered reporting frameworks to drive insights, conversion, and lead generation efforts across multiple online properties.

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

FEB 2023 - FEB 2024

- Directed end-to-end technical operations, managing partner integrations and utilizing GTM to ensure accurate data collection and attribution for monetization initiatives.
- Delivered revenue forecasting and channel attribution reports used by senior leadership.
- Identified high-leverage optimizations across product channels leading to 30% YoY revenue growth of the most lucrative product line.
- Guided A/B testing strategy and provided post-campaign performance summaries, while working cross functionally with design and developers.

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

NOV 2021 - JAN 2023

- Built performance reporting frameworks for campaign analysis and trend tracking as well as campaign setup to provide insights.
- Collaborated with business intelligence and analysts to identify conversion drop-offs and funnel gaps.
- Led strategic reporting that supported channel mix and campaign budgeting decisions, as well as opportunity for growth.
- 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 | Google

Analytics | Marketo

CORE COMPETENCIES

Data Forecasting

Marketing & Revenue Analysis

Strategic Insights

KPI and Channel Performance

Campaign Design & Monitoring

Excel & SQL Modeling

Financial Reporting

A/B Variant Testing Strategy

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

FEB 2019 - OCT 2021

- Delivered weekly and quarterly analysis on affiliate and paid channel ROI.
- Identified low-performing segments and presented strategy pivots to growth teams.
- 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, CIBC
- 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:

Marketing Analyst

Strategic Insights Manager

Revenue Analyst

Business Strategy Manager

Campaign Performance Analyst

Data-Driven Marketer

Growth Strategist

Channel Analyst

Forecasting Specialist

Financial Modeling

Excel Analyst

Marketing Data Specialist

KPI Strategist

Attribution Modeling

Market Segmentation

Funnel Optimization

LTV Analysis

ROI Reporting

Tableau Developer

SQL Analyst

Marketing Insights

Strategy & Planning

Marketing Research

Lean Six Sigma