

# Cassie (Cassandra) Knudsen

*Business Operations & Strategy | Performance Forecasting & Financial Analysis | Data-Led Growth & Optimization*

Proactive Business Operations & Analytics leader with 7+ years experience in data-driven project management, financial process optimizations, MarTech integrations, and much more. Expert in leveraging tools like Google Analytics, Google Tag Manager, and Microsoft Excel to streamline business processes, inform strategy with revenue insights, and optimizing technology platforms. A unique blend of analytical and creative skills driving innovation and quality results.

## PROFESSIONAL EXPERIENCE

### **CourseHorse, GSUSA**, Remote, MA *Marketing Analytics Manager (Data Governance Architect)*

SEPT 2025 - PRESENT

- Led forensic audit and consolidation across fractured analytics environments, eliminating obsolete code and resolving severe data layer failures to ensure a reliable and accurate native GA4 data stream.
- Act as the SME to diagnose critical compliance and attribution risk errors, providing technical requirements for the developer team to implement.
- Performed technical prerequisites, like data normalization, event mapping, trigger repair to optimize the marketing tech stack and establish a clean, compliant data foundation for high-value platform integrations.

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

JUL 2024 - FEB 2025

- Established online presence, including setup and upkeep of KPI tracking and analytics across web properties and applications
- Created dashboards with actionable data points and forecasting tools for continual improvement and targeting abilities for SMB needs
- Synthesized data into growth plans and ad spend reallocations for revenue lift and healthy margins across the business.
- Delivered reporting frameworks to drive insights, conversion, and lead generation efforts across multiple online properties.
- Conducted KPI analysis and utilized GA4 insights to drive client strategy recommendations, resulting in an 8% revenue lift for local small business.

### **Business.com (Centerfield Media)**, Remote, 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 attribution for growth strategy.
- Delivered P&L financial forecasting and channel attribution reports used by senior leadership for actionable plans and reporting frameworks.
- 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.

## CONTACT INFO

+1 (781) 234-8332

Norwood, MA, USA

[Email](#) | [LinkedIn](#) | [Website](#)

## EDUCATION

### **University of Hartford**

West Hartford, CT

- *Bachelor of Arts, 2015*

Politics & Government

Modern Language & Culture

## TRAINING

### **Lean Six Sigma** Bedford, MA

- *Six Sigma Yellow Belt*

- *Six Sigma Green Belt*

### **Google Skillshop** Remote, 2019

- *Google Ad Manager (DoubleClick)*

- *Google Analytics (GA4)*

## TECHNICAL TOOLS

GA4 | GTM | Meta | Google

Tableau | Salesforce | Excel

Airtable | SQL | Tableau | AHRefs

WordPress | Iterable | Trello

Adobe Suite | ChatGPT | Gemini

Canva | DALLE | Procreate | Bing

Optimizely | Grammarly | JIRA

Confluence | SEMRush | Wix

## CORE COMPETENCIES

Data Forecasting & Optimizing

Marketing & Revenue Analysis

Strategic Insights & Management

KPI and Channel Performance

Campaign Design & Monitoring

Data Modeling & Visualization

Financial Reporting & Analysis

A/B Variant Testing Strategy

**Business.com (Centerfield Media), Hybrid, MA**

**Marketing Operations Manager**

NOV 2021 - JAN 2023

- Established performance reporting frameworks for campaign analysis and trend tracking as well as campaign setup to provide insights.
- Led strategic reporting that supported channel mix and campaign budgeting decisions, as well as opportunity for growth.
- Processed and formatted large datasets to create actionable dashboards and reporting tools for business insights and performance analysis.

**Business.com (Centerfield Media), Waltham, MA**

**Marketing Operations Associate**

FEB 2019 - OCT 2021

- Delivered weekly and quarterly reporting and analysis on revenue and marketing performance, communicating opportunities for growth.
- Identified low-performing segments and presented strategy pivots and setup of variant testing and data analysis.
- Established data tracking creating channel breakout and data segmentation for KPI tracking and healthy Gross Profit and 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 user interaction

**Dell Technologies (RSA/EMC), Bedford, MA**

**Business Data Analyst, Sales Operations**

AUG 2016 - JAN 2017

- Analyzed sales pipeline data performance and trends across APJ.
- Developed and automated reports and dashboards for KPI performance.
- Optimized sales process and utilized data for financial projections.

**Dell Technologies (RSA/EMC), Bedford, MA**

**Associate Project Accountant, Professional Services**

AUG 2016 - JAN 2017

- Managed revenue forecasting for enterprise-level product engagements.
- Record and identify variances for accuracy and revenue recognition.
- Performing journal entries and other regulations to accounting standards.

**Dell Technologies (RSA/EMC), Bedford, MA**

**Revenue Operations Analyst, Product Operations**

AUG 2015 - JAN 2016

- Process orders and validate tickets for data integrity and reporting.
- Develop materials and QA processes for quote-to-cash processes.
- Served as liaison between GTM teams and monitored PLM progress.

**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

Machine Learning

Marketing Data Specialist

KPI Strategist

Attribution Modeling

Market Segmentation

Funnel Optimization

Generative AI Strategy

ROI Reporting

Tableau Developer

SQL Analyst

Marketing Insights

Strategy & Planning

Marketing Research

Lean Six Sigma

**ADDITIONAL ROLES:**

Legal Assistant/Paralegal

Sales and Marketing Representative

Educator, Spanish Language