

Cassie (Cassandra) Knudsen

Growth Optimization & Strategy | Partner and Affiliate Operations | Performance & Financial Analysis

< [Email Me](#) | [Call Me](#) | [LinkedIn](#) | [Website](#) >

Business Operations & Analytics leader with 7+ years experience in data-driven project management, financial performance optimizations, MarTech integrations, and more. Promoting continuous improvement by streamlining business processes, communicating strategy and insights, and optimizing platforms, driving quality growth

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.

EDUCATION

University of Hartford, CT

Degree: Bachelor of Arts, 2015

- Modern Language & Culture
- Politics & Government

TRAINING

Lean Six Sigma Institute

- Green Belt Training, 2015
- Yellow Belt Training, 2015

Google Skillshop

- Google Ad Manager, 2019
- (formerly DoubleClick)

CORE COMPETENCIES

Revenue Forecasting, Reporting
Campaign Management, Program Management, Performance
Marketing (P&L), Marketing
Operations, Financial Planning & Analysis (FP&A), Strategic Insights & Optimizations, Project Management
Product Management, KPI Tracking, Analytics Architecture,
Omni-Channel Performance, Campaign Setup and Testing, SEO and Site Management, Digital Content Management, Data Modeling & Visualization, Continuous Measurable Improvement, A/B Testing and Variant Testing, Affiliate Marketing, Partner Marketing

LANGUAGES

English, Native Fluency

Spanish, Conversational

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

NOV 2021 - JAN 2023

Established performance reporting frameworks for campaign analysis
Trend tracking as well as campaign setup to provide insights.
Led strategic reporting that supported channel mix, budget and growth
Processed and visualized large datasets to create actionable dashboard

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

FEB 2019 - OCT 2021

Delivered weekly/quarterly reporting and analysis on revenue and performance
Communicate opportunities and blockers for growth and forecasting upsells
Identified low-performing segments and strategy pivots for testing variants.
Established tracking and channel breakout for data segmentation for KPI health

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.

TECHNOLOGY PLATFORMS:**Tracking & Analytics:**

Google Analytics (GA4), Google Optimize, Google Sheets, Google Tag Manager (GTM), Microsoft Excel, SQL, Tableau

Creative Tools & AI:

Adobe Photoshop, Adobe Illustrator, Canva, ChatGPT, Flickr, Gemini, Procreate, Gimp

Content & MarTech:

Airtable, GoDaddy, Google Docs, Instapage, Iterable, Optimizely, Salesforce, SEMrush, WordPress, Wix

Digital & Media Ops:

AhRefs, Google Ad Manager, Google Ads, LinkedIn Ads, Meta (Facebook Ads), Reddit, Taboola, Google Console

Affiliate & Partners:

CJ Affiliate (Commission Junction), ImpactRadius, Partnerize, PartnerStack, Tune (HasOffers), FlexOffers, ShareASale, Rakuten, Awin, Amazon Affiliates

Communication and Project Mgmt:

DropBox, Gmail, Google Meet, Trello, Teams, Microsoft Outlook, Slack, Zapier, Zoom

SYNONYMOUS TITLES:

Marketing Analyst, Affiliate Operations, Affiliate Marketing, Partner Marketing, Strategic Insights Manager, Revenue Analyst, Analytics Manager, Business Strategy Manager, Campaign Performance Analyst, Data Marketer, Growth Strategist, Omni-Channel Analyst, FP&A Forecasting Specialist, Financial Operations Manager

APPLICABLE KEYWORDS

Technical Requirements, Machine Learning, Attribution Modeling, Data Analytics, Market Segmentation, Targeting, Full Funnel Optimization, Generative AI Strategy, ROI Reporting, Data Visualization, Strategy & Planning

REACH OUT & LEARN MORE

cassie.knudsen337@gmail.com

[+1 \(781\) 234-8332](tel:+17812348332)

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

Norwood, Massachusetts, USA