

Cassie (Cassandra) Knudsen

Performance Analytics Strategy | Tracking Governance & Architecture | Marketing Product Optimization

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Norwood, Massachusetts | +1 (781) 234-8332

Performance-driven data architect and analytical strategist experienced in design, auditing, and validation of omnichannel data ecosystems to manage and optimize lifecycle processes of products, campaigns and more.

PRODUCTS & PLATFORMS

Tracking & Analytics: Google Analytics (GA4), Google Sheets, Google Tag Manager, Excel, SQL, Tableau, Datorama, Atlassian.

Creative Tools & AI: Adobe Photoshop, Adobe Illustrator, Canva, ChatGPT, Writer, Copilot, Flickr, Gemini, Procreate, Gimp.

Content & MarTech: GoDaddy, Instapage, Iterable, Optimizely, Salesforce, SEMRush, Wordpress, GoDaddy, Wix.

Digital & Media Ops: AhRefs, Google Ad Manager, Google Ads, LinkedIn Ads, Meta (Facebook Ads), Reddit, Taboola.

Affiliate & Partners: CJ Affiliate, ImpactRadius, Partnerize, PartnerStack, Tune (HasOffers), FlexOffers, ShareASale, Rakuten.

Project & Product Management: Jira, Trello, Basecamp, Workfront, Qualtrics, Slack, Zapier, Dropbox, Airtable, Hubspot

CURRENT ROLE

(Mar 2016 - Present)

Edward Jones | Remote, MA

Marketing Data Analytics Enablement Manager

- **Measurement Architecture & Governance:** Architected and owned the end-to-end measurement strategy for advisor-facing marketing technology, standardizing cross-channel reporting protocols to scale platform adoption and guarantee absolute data integrity.
- **Data Validation & Feedback Integration:** Designed and deployed specialized validation feedback loops, including trimester satisfaction studies and pulse surveys, to quantify marketing impact, eliminate data anomalies, and identify systemic growth opportunities.
- **Strategic Insights & Activation:** Extracted actionable signals from complex data infrastructure to deliver high-level strategic recommendations and field marketing playbooks to senior leadership

SKILLS & STRATEGIES

Attribution Modeling, Budget Optimization, Conversion Rate Optimization (CRO/AB Testing), Customer Journey Mapping, Data Analytics, Data Architecture, Data Governance, Data Modeling & Visualization, Content Management, Generative AI Strategy Application, Funnel Optimization, Lifecycle Marketing and Product Management, Performance Analytics & Targeting, MarTech & Optimization Strategy, Omnichannel Campaign Strategy, P&L/FP&A, Product Forecasting, Partner & Affiliate Marketing Strategy, Performance & Growth Marketing, Performance Optimization, Product Lifecycle Management (PLM), Roadmap Implementation, ROI Reporting, CRO Strategy, UX Auditing

EDUCATION & TRAINING

University of Hartford

West Hartford, CT

Bachelor of Arts | 2015

- Modern Language & Culture
- Politics & Government

Lean Six Sigma | 2016

- Green Belt Trained
- Yellow Belt Trained

Google Skillshop | 2019

- Google Ad Manager

LANGUAGES

- English, Fluent
- Spanish, Proficient

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EMPLOYMENT HISTORY

Here Media Inc. | Remote, MA

Senior Performance Media Specialist | Jan 2026 – Feb 2026

- Infrastructure Auditing: Conducted forensic audits of existing social media campaigns and digital analytics tracking architecture to identify data leakage and optimize performance.
- Technical Validation: Evaluated media campaign performance and complex technical setups to ensure tracking governance compliance and accurate KPI capture.
- Strategic Action Plans: Formulated data-driven segmentation targeting strategies and actionable technical pivots to ensure future campaign scalability.

CourseHorse, GSUSA | Remote, MA

Marketing Analytics Manager (Data Governance Architect) | Sept 2025 – Dec 2025

- Forensic Re-Engineering: Led the forensic audit and structural overhaul of the digital execution engine, establishing organizational standards for KPI tracking and data normalization.
- Ecosystem Consolidation: Integrated and streamlined fractured analytics environments, resolving legacy bottlenecks to secure seamless data connections across platform boundaries.
- Technical QA Governance: Authored rigorous technical requirement documents and QA validation checklists that eliminated systemic data inaccuracies throughout the lifecycle.

Knudsen Strategy and Tech Consulting | Hybrid, MA

Digital Growth Marketing Freelance Consultant | Jul 2024 – Feb 2025

- Spend Optimization: Modeled primary marketing data to synthesize growth plans and spend allocation strategies, driving clear revenue lift and healthier operational margins.
- Framework Deployment: Built scalable reporting and validation frameworks from scratch to track and optimize conversion funnels for new digital web properties.
- Targeting Performance: Executed rigorous pre/post testing showing an 8% engagement lift through precise keyword mapping and advanced media segmentation.

Business.com (Centerfield Media) | Remote | Multi-Role

Senior Manager, Marketing Operations | Feb 2023 – Feb 2024

- Optimization Roadmaps: Designed technical MarTech roadmaps and optimization frameworks to execute high-impact A/B and multivariate (MVT) digital journey experiments.
- Attribution Strategy: Owned cross-lifecycle journey data integrity to ensure flawless multi-channel attribution modeling and precise P&L financial forecasting.
- Cross-Functional Alignment: Guided cross-functional leadership teams toward standardized reporting layouts to unify strategic performance benchmarks.

Business.com (Centerfield Media) | Remote & Hybrid, MA

Marketing Operations Manager | Nov 2021 – Jan 2023

- Framework Standardization: Built and deployed the agency's foundational standardized tracking, taxonomy, and UTM frameworks to unify fractured CRM and data platform environments.
- Strategic Reporting: Spearheaded strategic data reviews used directly by senior stakeholders to manage channel mix adjustments, scaling efforts, and budget reallocations.

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- Data Visualization: Synthesized massive, complex datasets into highly scannable, automated dashboards to drive real-time operational adjustments.

Business.com (Centerfield Media) | Waltham, MA

Marketing Operations Associate | Feb 2019 – Oct 2021

- Performance Diagnostics: Evaluated digital performance analytics and user experience data to pinpoint technical operational conversion bottlenecks.
- Audience Optimization: Flagged low-performing target segments and introduced structured testing variants to rescue campaign performance,
- KPI Health Tracking: Spearheaded tracking implementation and clean data segmentation to monitor the baseline health of core company KPIs.

True Taste Seasonal Kitchen | Needham, MA

Creative Marketing Associate | Jul 2017 – Nov 2018

- Funnel Mapping: Analyzed user interaction behaviors to engineer friction-free digital conversion journeys and increase customer retention rates
- Campaign Management: Ran and monitored social media marketing campaigns to identify strategic targeting for online takeout only restaurant, requiring optimizing cohort segments from user behavior

Dell Technologies (RSA/EMC) | Bedford, MA | Multi-Role

Business Data Analyst, Sales Operations | Aug 2016 – Jan 2017

- Pipeline Data Accountability: Orchestrated global market sales pipeline and revenue reporting, maintaining strict accountability for sales pipeline forecasting accuracy
- Infrastructure Automation: Analyzed data performance trends across global regions and engineered automated dashboard reporting to monitor core KPI health

Dell Technologies (RSA/EMC) | Bedford, MA

Associate Project Accountant, Professional Services | Aug 2016 – Jan 2017

- Revenue Validation: Managed financial revenue forecasting models for enterprise-level product engagements, ensuring tight compliance with corporate governance standards
- Variance Auditing: Audited, recorded, and identified systemic ledger variances to ensure absolute data integrity and strict revenue recognition compliance

Dell Technologies (RSA/EMC) | Bedford, MA

Revenue Operations Analyst, Product Operations | Aug 2015 – Jan 2016

- Data Integrity Verification: Processed complex orders and validated cross-platform system tickets to enforce strict data integrity rules for strategic corporate reporting
- Cross-Functional Liaison: Served as the core operational liaison between GTM teams and product management to monitor and audit Product Lifecycle Management (PLM) tracking progress