

Cassie Chance

Strategy & Integration | Revenue Enablement | Data & Systems Leadership

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CAREER SUMMARY

- Strategy and integration leader with a track record of building scalable systems, processes, and cross-functional operating models that strengthen decision-making, improve execution, and drive performance across mission-driven organizations.
- Marketing strategist leveraging the PESO model to deliver cohesive, accessible, audience-centered storytelling, aligning stakeholders across departments to advance brand reputation, engagement, and revenue priorities.
- Data-driven operator and analyst who translates complex, cross-department data into executive-ready insights, performance frameworks, and reporting that enable accountability, optimization, and operational efficiency.
- Experienced leader of teams, agencies, and vendors, with executive leadership training through Harvard Business School and the Greater Boston Chamber of Commerce's Boston's Future Leaders program.

PROFESSIONAL EXPERIENCE

Associate Director of Marketing | Zoo New England | 2022-present

Oversee integrated marketing, advertising, and pricing strategy for Franklin Park Zoo and Stone Zoo, leading cross-department strategy, vendor partnerships, and data-driven reporting that supports attendance, membership, and earned revenue decisions.

- Lead Zoo New England's advertising strategy and performance accountability across digital, broadcast, and emerging channels, supporting one million annual visitors for three consecutive fiscal years.
 - Transformed the annual media mix using internal performance data; expanded into programmatic audio, streaming video, and OTT/CTV; and strengthened vendor accountability by leading a comprehensive agency RFP and measurement framework in November 2023.
- Modernized marketing technology stack by implementing interoperable, data-driven platforms to improve workflow efficiency, audience insight, and performance measurement.
 - One change drove a 703% year-over-year increase in email marketing revenue.
- Serve as an internal strategic consultant across departments, partnering on data integration, analytics, and pricing coordination, and leading system evaluation and selection initiatives to strengthen executive decision-making and revenue accountability.
 - Established the foundation for organizational data governance and reporting by initiating the organization's first data strategy and comprehensive data privacy policy, and creating cross-department repositories for key events, fiscal-year attendance, and attendance revenue projections.

Marketing & Social Media Manager | Federal Reserve Bank of Atlanta | 2017-2019

Guided Public Affairs marketing function, developing strategies and key performance indicators (KPIs) to inform brand expression, digital communications, traditional marketing, public relations, and improve public sentiment.

- Engineered award-winning Digital Analytics & Strategy Hub (DASH) to assess external communication efforts and advise strategic direction and decisions via actionable insights of on-demand metrics.
 - Used data to assist content creators in reimagining content delivery mechanisms, including adding or increasing usage of video, infographics, podcasts, webinars, and editorial pieces.
 - Changes resulted in year-over-year rise in open rates of newsletters and video views.
- Generated 150% increase in social media engagement through strategy and process improvements.

Vice President of Communications | Oklahoma Educational Television Authority (PBS) | 2015-2017

Prevented elimination of state agency despite looming budget cuts by overhauling messaging and streamlining branding for America's most-watched Public Broadcasting Service network. Used media production, audio, video, website, public relations, social media, publications, events, and community outreach as communications department lead to drive results.

- Used multipurpose and cross-functional traditional and digital content creation and engagement strategies to reach target audiences and key influencers spanning multiple generations.
- Boosted website traffic to OETA.tv by 16% over previous year and reduced viewer complaints with viewer-centric, accessibility-focused redevelopment.
- Cultivated online and community outreach programs to drive awareness about programming across four over-the-air channels, PBS Digital Studios, and children's media and education outreach events.

Digital Marketing Manager / Media Relations Liaison | Prodigal LLC | 2013-2015

Ideator of content for start-up soccer franchise with no built-in audience. Achieved 10,000-plus organic Facebook and 7,000 Twitter followers by close of launch day; 101% stadium capacity for inaugural season.

- Primary media relations contact for soccer team and lead digital strategist for an American Hockey League franchise, contracted events and festivals, and retail operations.
- Introduced new revenue streams for organization through digital media sponsorship opportunities, resulting in \$10,000-plus in revenue in the first season.

Public Relations Strategist | Oklahoma Tourism & Recreation Department | 2012-2013

As a contractor, advised travel promotion division, Oklahoma Film & Music Office, Oklahoma State Parks, Discover Oklahoma television show, and Oklahoma Today magazine to improve brand awareness of the state of Oklahoma.

- Catapulted tourism to state's third-largest industry as co-producer for "Come See for Yourself" television advertising campaign, airing in surrounding states.
- Advised executive director, legal counsel, governor-appointed advisory board, and programming creators on public relations, media relations, crisis communications, internal communications, and industry engagement.

Assistant Communications Director | University of Oklahoma Department of Athletics | 2008-2012
Assistant Media Relations Director | Mississippi State University Department of Athletics | 2006-2008

Primary media contact and event coordinator for women's basketball, volleyball, softball, cross country, track and field, and special projects. I mentored graduate assistants, interns, student workers, staff, and volunteers for more than 50 events annually.

- Won multiple national awards from College Sports Communicators (CSC), formerly College Sports Information Directors of America (CoSIDA), for annual media guides.
- Promoted the nationally renowned Sooners softball team. Student-athletes across all sports were awarded 8 All-America honors, 25 all-conference awards, two conference players of the year, two all-freshman team members, one national assistant coach of the year, and one honor each as conference coach, defensive player, and freshman of the year.
- Directly managed the media relations student assistant volunteer program at Mississippi State. All students under my supervision accepted full-time roles after graduation.

EDUCATION

- Executive Leadership Certificate | Harvard Business School
- Content Marketing Certificate | Public Relations Society of America
- Bachelor of Arts, Communication | Mississippi State University | Starkville, Mississippi
- Associate of Arts, Liberal Arts | East Mississippi Community College | Scooba, Mississippi

PROFESSIONAL ASSOCIATIONS

- Advisory Board Member | Lasell University School of Communication & the Arts
- Association of Zoos & Aquariums
- American Marketing Association
- Women in Sports & Events

AWARDS & HONORS

- Bronze Telly Award for "Zoo What Makes You Happy" | 2024
- Raphael Bostic Constellation Award for Innovation & Collaboration, Federal Reserve Bank of Atlanta | 2018
- Federal Reserve System Social Media Workgroup Co-Chair | 2017-2019
- Federal Reserve System WEDGE Conference (Dallas) Leadership Team | 2018
- Digital Workplace Advisory Committee Chair, Public Broadcasting Service | 2016
- Best in Nation – Softball Media Guide, College Sports Communicators | 2011 & 2010
- Best in Nation – Volleyball Media Guide, College Sports Communicators | 2008

INDUSTRY SKILLS

Strategic Communications	Marketing & Brand Strategy	Cross-Functional Strategy	Organizational Integration
Change Management	Engagement Strategy	CRM Strategy & Implementation	Marketing Operations
Revenue Operations	Operational Optimization	Pricing Strategy	Dynamic Pricing
Measurement & KPIs	Data Analytics	Decision Support	Data Governance & Privacy
Systems Integration	Project Management	Workflow Optimization	Media Relations
Reputation Management	Crisis Communications	Public Speaking	Social Media Strategy
Facebook	Instagram	LinkedIn	YouTube
TikTok	Content Calendars	Copywriting	Editing / Writing
Budgets & Forecasting	Media Buying	Agency & Vendor Management	SEO
AI Systems	Audience Segmentation	Technology Evaluation & RFPs	

TECHNICAL SKILLS

Microsoft Excel	Microsoft PowerPoint	Microsoft Word	Microsoft Teams
Microsoft SharePoint	Google Analytics 4	Google Tag Manager	Active Campaign
Digonex	Accesso / Passport	Asana	Slack
Dropbox	WordPress	Sprout Social	Hootsuite
Adobe InDesign	Adobe Photoshop	Canva	

COMMUNITY INVOLVEMENT

- Graduate, Boston's Future Leaders | Greater Boston Chamber of Commerce | 2025
- Sustaining Member, The Junior League | 2013–present
- Member, Mississippi State University M-Club | 2019–present
- Vice President, Mississippi State University Alumni Association Atlanta Chapter | 2017-2020
- Marketing & Fundraising Chair, Oklahoma City Philharmonic Associate Board | 2013–2014
- Graduate, Oklahoma Arts Council Leadership Arts | 2013