

Amanda Cass

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SUMMARY

Creative marketing communications and content executive with 15+ years of experience in consumer brand, food, restaurant, retail, and hospitality industries. A driven marketer recognized for leadership and strategic business development, driving revenue, and brand impact.

KEY ACCOMPLISHMENTS

- Led copy and brand voice for multi-million-dollar global beauty brand launch
 - Doubled company revenue in one year
 - Led marketing team of six, promoting three in two years
 - Successfully introduced celebrity chef and NFL partnership restaurant brand into saturated market
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SKILLS

Copywriting
Marketing Strategy
Branding
Content Strategy

Advertising
Social Media
Public Relations
SEO

Adobe InDesign
Salesforce CRM
Google Suite
Microsoft Suite

EXPERIENCE

Senior Copy Manager, JCPenney

Plano, TX | 2021-present

- Led copywriter and creative insight for high-impact brand campaigns, brand launches and seasonal campaigns
- Create effective retail advertising copy and relevant storytelling that drives customer engagement across omnichannel and programmatic marketing initiatives including print, digital, direct mail, in-store announcements, radio, and TV
- Drive creative and content marketing for Enterprise and partner businesses ranging from sales collateral to blog and social media content
- Collaborate cross-functionally with creative, art direction, digital marketing, merchandising, strategy, and legal stakeholders to ensure copy and voice are compelling and on-brand

Chief Marketing Officer/Principal Writer, D&A Cass Enterprises, Inc.

Bozeman, MT | 2019 -2022

- Re-branded and grew established business to achieve greater market share and expanded reach, increasing revenue over 100% within one year
- Incorporated digital, consumer-focused tools to expedite company response time by 50%
- Transformed business through data-driven, high-ROI marketing and sales strategies through community partnerships, SEO, and digital marketing

Director of Marketing & Business Development, Simon Property Group

Pleasanton, CA | 2018 -2019

- Managed six direct reports and led national marketing team in introducing innovative recruitment strategies, increasing candidate inquiries by 30%
- Developed lead generation program strategies, goals, metrics, and defined best practices to increase customer acquisition and upsell opportunities
- Optimized marketing, business development strategies and budgets across tourism, advertising, events, guest services, media, community relations, and customer experience campaigns
- Created original content and curated influencer partnerships through social media and public relations

Director of Marketing, Westfield

San Francisco, CA | 2015 -2018

- Conceptualized cross-channel strategy and managed multi-million-dollar budget for national and local marketing initiatives, including events, partnerships, print and digital assets, social media, advertising, and public relations to establish leading global flagship brand identity
- Worked cross-functionally analyzing industry research to define and report customer segmentation to align creative content and integrated marketing campaigns to an overall marketing strategy
- Increased retailer participation by 50% through improved communication platforms
- Executed communication and design strategy for \$1B renovation of global flagship Century City property
- Supervised Marketing and Guest Services teams with six direct reports

Marketing Manager, Michael Mina Group + San Francisco 49ers Santa Clara, CA | 2014 -2015

- Designed B2B and B2C marketing, communication, and sponsorship strategy for an innovative and industry-leading brand in a saturated market
- Oversaw brand management and copywriting in email marketing; social media; all channels of print, digital, TV, and radio advertising; and public relations, securing 95 media placements in five months
- Spearheaded high-profile events from planning to execution, including curation of celebrity chefs and VIPs, menu creation, collateral design and development, promotion, and strategic partnerships

Senior Account Executive & Associate Editor, Ketchum San Francisco, CA | 2011-2014

- Produced integrated marketing and public relations campaigns for B2B and B2C food brands, including Kikkoman International, National Cattlemen's Beef Association, Coffee-Mate, and Domain Clarence Dillon
- Designed annual public relations strategy, key messages, and forecast/trend reports
- Executed print and digital advertising campaigns, sales and training collateral, and website content
- Led planning and execution of culinary events and tradeshow, including sponsorships, chef/operator partnerships, recipe development, and curriculum
- Associate Editor of the global food blog, "@ppetite"; created content and maintained editorial calendar; sourced writers, developed contributor guidelines, and edited all articles

Marketing Account Manager, Andrew Freeman & Co. San Francisco, CA | 2010 -2011

- Managed and grew eight high-profile client accounts including celebrity chef Tyler Florence's Wayfare Tavern, Wente Vineyards, Hotel Shattuck Plaza, Silicon Valley's Hotel Keen, and Kimpton Hotels in marketing strategy and communications, branding, business development, events, public relations, social media, email, website content, and design
- Generated new business leads, participated in creative development, and negotiated client partnerships

Lead Copywriter, Okizu Foundation Novato, CA | 2007-present

- Write and produce all fundraising event copy ensuring brand voice across all marketing channels
- Leverage key relationships to secure impactful donations, fundraising, build strategic partnerships and drive ticket sales
- Collaborate with stakeholders on creative theme, design, marketing and public relations

Marketing Assistant, Prometheus Real Estate Group San Mateo, CA | 2008 -2010
Marketing Account Manager, TerraPass San Francisco, CA | 2007 -2008
Operations Coordinator, Exelixis South San Francisco, CA | 2005 -2007

PUBLISHED WORK

Feature, "You Only Turn 90 Once"
Bozeman Magazine June 2020

Columnist, "Burlingame Bite"
Patch.com 2010 -2011

Editor, San Francisco
PleaseAddSalt.com 2011

Columnist, San Francisco Italian Restaurants
Examiner.com 2009 -2011

EDUCATION

BA Communication & Italian
University of Arizona 2001-2005

Certificate of Marketing
UC Berkeley 2013