

# NICOLE CASSIS

**Interim Chief Marketing Officer | SVP Communications | \$600M Business Line Marketing |  
Brand, Ecommerce, Performance Marketing, Content, Reputation & GTM**

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## EXECUTIVE PROFILE

Marketing, brand, and communications executive with 20+ years of experience leading growth, ecommerce, customer acquisition, content, reputation, and go-to-market strategy for complex, multi-brand organizations. Currently serving as Interim Chief Marketing Officer for the Network Solutions Group, a \$600M revenue business line that includes Network Solutions, Domain.com, and several APAC brands, while also serving as SVP of Communications at Newfold Digital.

Since assuming the Interim CMO mandate in April 2026, lead marketing strategy, ecommerce storefront performance, performance marketing, paid search, affiliate marketing, SEO, content, social, video, reputation, and GTM execution. Manage a \$40M annual marketing budget, including approximately \$3M per month in advertising spend, while also leading enterprise communications for a 6,000+ employee global organization across 18 countries.

Known for connecting brand narrative, customer experience, performance marketing, ecommerce optimization, and operational execution to improve alignment, increase speed, and support revenue growth. Career includes leading marketing for a \$600M business line, a \$65M enterprise division, multimillion-dollar demand-generation initiatives, and global content and communications functions.

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## PROFESSIONAL EXPERIENCE

### **Newfold Digital | Jacksonville, FL • December 2017 – Present**

Newfold Digital is a \$1.4B global digital services company and one of the world's largest web solutions providers, with a portfolio that includes Network Solutions, Domain.com, Bluehost, Yoast, BigRock, CrazyDomains, and other leading brands.

### **Senior Vice President of Communications & Interim Chief Marketing Officer | March 2023 – Present** **Interim Chief Marketing Officer mandate began April 2026**

Lead marketing, brand, ecommerce, customer acquisition, performance marketing, content, reputation, and enterprise communications across a global, multi-brand digital services organization.

- Lead marketing for Network Solutions Group, a \$600M revenue business line spanning Network Solutions, Domain.com, and several Asia-Pacific brands.
- Manage a \$40M annual marketing budget, including approximately \$3M per month in advertising spend across acquisition and performance marketing channels.
- Oversee ecommerce storefront strategy, paid search, affiliate, SEO, content, video, social, reputation, PR, and GTM execution.
- Lead cross-functional marketing execution across product, ecommerce, creative, analytics, customer success, sales, and executive leadership teams.
- Drive customer journey improvements across storefront, acquisition, content, SEO, and brand touchpoints to improve conversion and support revenue growth.
- Advise CEOs and executive teams on corporate narrative, reputation risk, internal alignment, and stakeholder communications during leadership transitions, reorganizations, and high-change business moments including mergers, acquisitions, and divestitures.
- Lead global corporate communications, executive communications, PR, internal communications, corporate reputation, brand narrative, and change communications for 6,000+ employees across 18 countries.
- Drive AI-enabled workflows to improve marketing execution, decision-making, and speed across distributed teams.

### **Vice President of Communications | August 2019 – March 2023**

Promoted to lead company-wide communications and content strategy during a transformative period following Web.com Group's private equity acquisition. Built the communications and content function from the ground up, overseeing internal communications,

external communications, content marketing, social media, video, and PR for Web.com, Network Solutions, and Register.com. Reported to CMO.

- Built and scaled a high-performing team across content, SEO, video, and social; including management of PR firms, freelancers, agency partners to support execution across multiple global brands.
- Implemented SEO-informed content strategies for each brand, including editorial workflows and content pillars.
- Launched two new blogs and rebuilt editorial operations to support organic traffic growth and stronger brand authority.
- Transformed reactive social media efforts into a unified, proactive strategy across Web.com, Network Solutions, and Register.com, helping increase organic storefront traffic and customer conversions.
- Launched the first video strategy across Web.com and Network Solutions, including product explainers, customer stories, executive visibility.
- Advised CEO and executive leadership on internal narratives, crisis communications, enterprise storytelling, and reputation-sensitive moments.
- Established a proactive PR strategy from the ground up, shifting the organization from reactive press engagement to strategic story development aligned with brand and business priorities.

#### **Director of Marketing, Web.com for Enterprise | December 2017 – August 2019**

Led marketing, brand development, and demand generation for Web.com's \$65M enterprise division serving franchise, multi-location, and large enterprise customers. Reported to the global CMO with a dotted line to the division president. Oversaw a multi-level team, \$1.5M budget, multiple agency partners, and integrated go-to-market execution across key verticals.

- Developed the division's go-to-market strategy within the first 90 days, including positioning, messaging, value propositions, sales enablement, and solution narratives.
- Launched business unit's first enterprise-focused digital campaign and spearheaded a division rebrand.
- Exceeded lead generation goals by 144% in Q1 2019 and accelerated pipeline velocity by approximately 30 days.
- Led an IFA franchise campaign that generated \$52M in pipeline, 91 prospect meetings, and 11 on-site demos.
- Reduced cost-per-lead by \$500 year-over-year through campaign optimization and stronger channel strategy.
- Launched new website, customer and lead nurturing program, video case studies, and product marketing content and other sales enablement assets to support conversion.
- Drove \$3M in pipeline contribution in a single year through strategic events and targeted digital campaigns.

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#### **Florida Coastal School of Law | Jacksonville, FL**

##### **Director of Marketing and Communications | September 2016 – December 2017**

Led marketing, communications, brand, and revenue strategy for six law school degree programs. Oversaw a \$400K+ budget, a 10-person marketing team, and integrated campaigns across the U.S. and Canada.

- Developed and executed 24+ integrated campaigns per year across digital, email, social media, video, print, and events.
- Overhauled website content and SEO strategy, driving a 60% reduction in bounce rate, 601% increase in pageviews, 51% increase in unique website visitors, and 984% growth in social media-driven traffic.
- Increased Instagram engagement by 203% and generated 439 positive media stories annually through PR efforts.

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#### **North Carolina A&T State University | Greensboro, NC**

##### **Director of Research Communications | January 2016 – September 2016**

Led communications, branding, and PR strategy for a \$60M+ research enterprise targeting industry partners, funding agencies, academic stakeholders, and public audiences.

- Redesigned university's research communications program, including creation of social media presence and launching division's first PR program.

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## Arizona State University, School of Earth and Space Exploration | Tempe, AZ

### Director of Marketing and Communications | October 2007 – January 2016

Promoted to Director of Marketing after serving as Media & PR Coordinator. Led marketing, PR, communications, digital content, enrollment marketing, and public engagement for one of ASU's most high-profile academic units, supporting NASA space missions, major research initiatives, and six science degree programs.

- Increased undergraduate recruitment conversion rates by 230% and total student enrollment by 344% within three years.
- Generated 700+ media stories in outlets including NPR, Forbes, Scientific American, Popular Science, TIME, and Wired.
- Executed a multi-channel media campaign that generated more than 1.5M views over five days.
- Led promotion for the school's annual signature event, attracting a record 4,000 attendees.

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## EARLY CAREER

### Deputy Managing Editor, IBA Media | Cairo, Egypt

Promoted from Assistant Editor to Editor to Deputy Managing Editor at the largest English-language publishing company in the Middle East, leading editorial operations across Egypt Today, Business Today Egypt, and Horus, EgyptAir's in-flight magazine.

### Editor, Travel China Guide | Nanchang, China

Served as lead English-language editor, shaping travel content written by native Mandarin speakers for global audiences and supporting editorial strategy, promotional campaigns, and brand development.

### Congressional Campaign Regional Field Coordinator, U.S. Representative Tammy Baldwin Re-Election Campaign

Mobilized 500+ volunteers across three counties, built community coalitions, supported voter turnout strategy, and represented candidate at local events.

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## EDUCATION

### Master of Science in Technology, Graphic Information Technology

Arizona State University | 2011

Thesis: Defining Elements of a Strategic Social Media Plan

- Graduated summa cum laude
- Phi Kappa Phi Honor Society Member

### Bachelor of Arts in Communication & Rhetorical Studies

University of Wisconsin–Madison | 2003

Wisconsin Academic Excellence Scholarship recipient (full-ride awarded to high school valedictorians)

- Dean's List Fall 2001 - Fall 2003
- Research Assistant on Professors Solomon and Morrill's research project 'Group Dynamics and Communication'

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## CERTIFICATIONS & LEADERSHIP

University of North Florida School of Communication Advisory Board Member since 2021.

Co-founder and co-sponsor of Newfold Digital's Women in Newfold affinity group; 2021 through 2026.

Marketing Certified Consultant | Leadership for Results Facilitator Training – Certified Trainer | The Essentials of Nonprofit Board Governance