

# Nicole A. Cassis

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## Marketing & Communications Executive

### Highlights of Expertise

- Communications Plans & Strategies
- Writing, Editing, AP style
- Media Relations & Press Releases
- Internal & External Communications
- Strategic Partnerships
- Marketing & Brand Management
- Web & Social Media Management
- Market Research & Analysis
- Media Training, Staff Management
- Creative Team Leadership
- Annual Reports, Newsletters
- Fact Sheets, Press Kits
- Web/Print Content Development

### Accomplished public relations and communications professional with 15+ years of experience

developing and executing communications plans and strategies that continually surpass expectations.

**Articulate communicator** adept at pioneering strategies to maximize media exposure, identify new partnerships, and inspire brand evolution. Authored numerous articles and documents, including proposals, marketing/communications plans, press releases, white papers, talking points, and web content.

**Creative professional with expertise in managing multiple high-profile projects** concurrently from conception and creation through implementation with strong attention to detail, problem-solving skills, and follow-through capabilities.

**Respected leader of creative teams** with demonstrated ability to manage and motivate teams through a positive, proactive leadership style and polished interpersonal skills.

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## PROFESSIONAL EXPERIENCE

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### Director of Marketing & Communications

Arizona State University School of Earth and Space Exploration, October 2007 – Present

Manage all communication and marketing functions, including development and implementation of integrated marketing and communications strategies designed to attract students and enhance the school's reputation through the web, broadcast/print and social media. Measure effectiveness of content, messaging, and other strategies in achieving marketing and communications goals. Responsibilities include: media relations, internal communications, external communications, community engagement, brand management and content creation.

- Secured media coverage in major outlets, including Forbes, Scientific American, Wall Street Journal, Huffington Post, TIME, NPR, and NBC. Positioned school as a leader in training earth/space scientists.
- Developed collateral materials, presentations and tours to facilitate strategic relationship building with major local aerospace industry leaders (Orbital, Honeywell).
- Launched an integrated, multi-channel print, web and direct marketing campaign for six new degree programs that increased number of students 344% in three years.
- Implemented social media plan that resulted in an average 7% Facebook fan growth each month over 6 months; pioneered new ways to engage Twitter followers that resulted in 30% growth in one month.
- Initiate outreach events to promote positive community relations. Promotion efforts of 2013's annual science event attracted 4K+ attendees.
- Primary owner of the brand vision and execution, including a major redesign of school's website and marketing materials to create a consistent, dynamic brand.
- Created media kit that demonstrated key marketing analytics and demographics for use in recruitment presentations. Efforts were credited as "instrumental" in attracting numerous high-profile students.
- Created compelling e-newsletter content with an above industry average open rate averaging 28.95% (average for education-related newsletters is ~8.5%).

**Deputy Managing Editor**, IBA Media (Cairo, Egypt), April 2007 – October 2007  
**Assistant Editor**, IBA Media, July 2006 – April 2007

Refined editing and writing skills while working for the largest, English-language publishing company in the Middle East. Publications included: Egypt Today, Business Today Egypt and Horus, the in-flight magazine of EgyptAir airline. Conceived, assigned and edited stories for all magazines on a variety of beats from technology, business and politics to human interest stories, as well as planned and wrote monthly health column.

- Oversaw daily magazine operations and personnel. Supervised editorial, art and production staff of 18, as well as numerous freelancers. Mentored and provided strategic direction to junior editors.
- Directed magazine production with managing editor, planned and maintained editorial calendar, performed prepress checks, supervised magazines' websites, and facilitated weekly story meetings.
- Developed the art / photography plan for each issue.
- Managed and sent to press on time three monthly magazines during managing editor's paternity leave.
- Appointed Creative Director for the Annual Report of the national airline, EgyptAir (2006), interfaced with EgyptAir's C-Suite.

**Editor**, Travel China Guide (Nanchang, China), July 2005 – June 2006

Edited magazine travel stories written by native Mandarin (Chinese) speakers, guided story selection and trained and mentored new writers and editors. Served as the magazine's English editorial expert to assist with strategic content decisions, promotional campaigns, and brand development.

**Regional Field Coordinator**, US Representative Baldwin's re-election campaign (Wisconsin), May 2004 – November 2004

Managed volunteers and interns in campaign activities across three counties, bringing together diverse coalitions of political, labor, and faith groups. Recruited, trained and mobilized volunteers to carry out campaign strategies. Supervised campaign's volunteer activities (canvassing, literature drops, rallies, etc.). Monitored media outlets and analyzed voter trends and local political structures. Organized volunteer meetings and social functions in regional cities. Represented candidate at community events.

**Unit Manager**, MCI/Worldcom/GC Services, September 2003 – May 2004

**Quality Assurance Specialist**, MCI/Worldcom/GC Services, October 2002 – September 2003

**Relay Operator**, MCI/Worldcom/GC Services, March 2002 – October 2002

Directed and coordinated all activities of a group of 60+ relay operators. Taught new employees effective telephone techniques and methods to accurately process calls. Kept track of the operator's call quality, attendance and applied company's corrective action policies. Conducted operators' yearly evaluations. Supervised the call processing floor by answering operator questions, dealing with upset customers, and problem-solving technical difficulties. Monitored operators to ensure they follow the specific steps and scripts to complete calls in a satisfactory way and then provided feedback. Initiated creation of center-wide newsletter.

## **EDUCATION / PROFESSIONAL DEVELOPMENT**

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**M.S.**, Technology (Graphic Information Technology), **Arizona State University**, Dec. 2011

**B.A.**, Communication Arts & Rhetorical Studies, **University of Wisconsin – Madison**, Dec. 2003

- Recognized as ASU's 2011 Outstanding Graduate Student
- Online courses through Florida State College: Search Engine Secrets (SEO), Introduction to Flash 8/CS3, Creating Web Graphics with Photoshop CS3
- Media and public affairs training at NASA Goddard (2008); E-mail Marketing: How to Create E-mails that Get Opened and Get Action; Electronic Communication: Overview and Planning; E-newsletters: How to Create an E-newsletter that Works; Writing for the Web (Jeff Herrington Communications)

## **VOLUNTEER EXPERIENCE**

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- Director of Information, 21<sup>st</sup> Century African Youth Movement, April 2001 – May 2005
- Editor, United Nations, 2005 - 2006