

CASSIDY ROOF

Beauty Brand Strategist

CONTACT

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in [Cassidy Roof](#)

📌 <https://bit.ly/CassidyRoof>

EDUCATION

BFA Business of Beauty & Fragrance

Savannah College of Art and Design
2018-2022

ACHIEVEMENTS

Dean's List

2018 – 2022

Academic Scholarships

2018 – 2021

48hr Social Media Competition

2nd Place

SKILLS

Software:

- Adobe Photoshop
- Adobe InDesign
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Word
- Limited working proficiency in Spanish

Professional:

- Collaborative problem solving
- Research, data collections and analyzation
- Social media proficiency
- Resourceful
- Strategic thinker
- Adaptability
- Creative
- Content creation

WORK EXPERIENCE

TROY Skincare

Brand Strategy Intern | Feb 22 – May 22

- Plan seeding campaign for the brand and product launch and strategizing founder's social presence
- Research current market and competitors to find opportunities in new customer market and new strategies in social marketing.
- Building a campaign that brings customer experience to the forefront and has a unique perspective in communicating to customers, PR distribution, and social strategies.
- Partnering with designer to create a new digital space.

Jack & Friends Plant-Based Jerky

Marketing Intern | June – Aug 2021

- Established and grew an affiliate marketing program.
- Affiliate recruitment and communication
- Researched the online market and identified primary and secondary customers and influencers
- Social data analytics collection and analysis.
- Collaborated with an illustrator to create characters for the brand and implement them into a campaign plan.

ACADEMIC EXPERIENCE

Colourpop Social Media Revival

Social Strategy and Data Analysis | Fall 2021

- 4 weeks of data collection and analysis to inform us on brand's current following, content, successful and unsuccessful strategies.
- Created a content calendar for 2-week campaign to organize posts, captions, content, and KPIS.
- Strategize to attract a wider audience, raise engagement, optimize platforms, and convert clicks to sales.
- Project management to organize talent, spaces, and collaborators to create 2 weeks' worth of content for 4 different platforms.