

Cassie McQueeney-Tankard

MARKETING DIRECTOR

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Profile

Marketing Director with documented results developing and executing strategic plans that elevate brands, resonate with stakeholders and enable exponential growth. Leadership roles utilizing agile approach to integration, disruption, cadence and campaigns to promote trust and clarity. Strategic and tactical marketer with wide-ranging experience, from entrepreneurial start-ups to worldwide brands.

Skills

Superior written, verbal, research and analytical skills. Reported to CEO in all positions. Software expertise includes: Adobe Creative Suite, Microsoft 365, Wordpress, HubSpot, Salesforce, Emma Email, SurveyMonkey, Google Analytics, Adwords, Teams, Asana, Slack, Monday, and more.

Experience

Frog Street - Early Childhood Education Company (frogstreet.com)
Marketing Director (2015 - 2024)

Diverse leadership role encompassed strategic planning, research/analytics, and implementation of multi-channel marketing program (email marketing, social media, advertising/PPC, PR/media relations, website/SEO, conferences/events, webinars, sales collateral, PPT's, speeches, RFP's, budgets, and more). Strong focus on marketing/sales integration, lead-gen campaigns and ROI.

- Visualized marketing role as arbiter of the brand and created multi-faceted, disciplined marketing strategy to reinvigorate the Frog Street brand, expand national presence and drive exponential growth. *Exceeded MQL and revenue goals by 20% YOY.*
- Implemented marketing strategy and measured all channels to ensure alignment to overall business objectives. *Established regular cadence reporting structure to executive team (metrics, results, ROI, etc.), ensuring culture of accountability and informed, data-driven decision-making.*
- Created all lead-gen campaigns (concepts, positioning, copywriting, design) and leveraged a mix of channels to reinforce messaging: email, paid media, social media, etc. *Created and launched over 50 campaigns annually, ensuring constant flow of content and qualified leads to sales team.*
- Ownership of company website, SEO and all content, including e-commerce platforms and partner sites. *Created new website (all copy, images, metadata and analysis) and increased HubSpot grade to 94, with a 250% increase in traffic and 5% conversion rate.*
- Collaborated with sales team to develop supporting collateral, presentations, webinars and speeches that resonated with customers and empowered sales team to succeed. *Created over 100 assets and territory events each year, ensuring consistent voice and visual experience.*
- Project managed all new product launches, working with cross-functional teams to identify targeted audiences, create excitement in the market, and ultimately to drive sales. Product launch kits included press releases, email, social media, paid media, new category web pages, special events, etc. *One recent campaign generated over \$50M in revenue in one year!*
- Directed and executed all marketing deliverables for industry conferences and annual Splash Educational Conference, including campaigns, collateral, stage productions, etc. *Sponsored over 75 events each year, promoting thought leadership, industry awareness and over 10,000 MQL's.*

* To request password to view my website portfolio, please send email to cassiem7@gmail.com.

Experience cont.

Lund & Company - Toy Design and Product Innovation

Marketing Director (2008 - 2015) - Chicago, IL

Created strategic marketing plan and implemented complete re-branding of all marketing assets (website, sales collateral, email marketing, social media, advertising, etc.). Established media relations program and secured hundreds of placements and TV appearances annually, including CNN, NBC, The Tonight Show, Late Show, Live with Kelly!, New York Times, Chicago Tribune, and many more. Managed co-marketing and product launch campaigns to drive B2C toy sales with clients such as Mattel, Hasbro, Disney. Collaboration resulted in over 50,000,000 in product sales and dozens of Toy Industry Association (TIA) awards annually.

Ignition - Product Design & Development

Marketing Communications Manager (2003 - 2008) - Dallas, TX

Created global marketing communications program for high-tech product design firm with offices in Dallas, Taipei and Hong Kong. Conducted market research, developed annual strategic marketing plan, created all marketing assets and campaigns. Managed budget and measured results, enhancing the in-source marketing value chain. Co-marketing campaigns and product launches with clients including Texas Instruments, SMU, RadioShack, Dallas Museum of Art, Turbo Chef, and more.

Herbst LaZar Bell (HLB) - Product Design and Development

Marketing Communications Manager (1997-2003) - Chicago, IL

Developed and managed marketing communications program for regional offices in Chicago, Boston and LA. Established major media presence, including dozens of broadcast appearances, newspaper and magazine profiles each year, including PBS, CBS News, BusinessWeek, Fast Company, LA Times, Chicago Tribune, and more. Co-marketing campaigns with worldwide brands including: Medtronic, Dell, Motorola, Baxter, Boston Scientific, Gillette, Johnson & Johnson, and more.

Generali Financial Group Worldwide (formerly BMA) - Global Financial Services Co.

Corporate Communications Manager - Kansas City, MO

Produced external and internal corporate communications materials, including newsletters, brochures, sales collateral, media releases, advertising, speeches and industry presentations, etc. Managed promotions and media relations for company-sponsored events, including NCAA basketball tournament, doubling attendance, advertising and sponsorships in second year.

Environmental Protection Agency (EPA) - U.S. Federal Agency, Region 7

Public Affairs Representative - Kansas City, MO

Liaison to the press corps, communicating regional and national news developments through various communication channels and public forums. Developed speeches, agency collateral, press releases, ongoing regional communications and reports to headquarters and executive branch in Washington, D.C. Managed media contact data base and nurtured relationships through trust and accuracy.

Education

The University of Kansas – Lawrence, KS.

Bachelor of Science Degree, Journalism/Strategic Marketing Communications

Kansas City Art Institute – Kansas City, MO.

Graduate School Certificate, Graphic Design

Extra- Curricular

Cooking, Gardening, Book Club, Sports, Music, Art, Theatre, Volunteering