

# ALEXANDRA CASS

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## PERSONAL PROFILE

I am an experienced digital marketer and social media coordinator in the entertainment field. In addition, I have experience in production and editing, talent marketing, and event planning and management. I have a passion for film, television and music and thrive in creative environments.

## EDUCATION

**Persuasive Communication, MSc**  
University of Amsterdam  
2017-2018

**Communication & Media Studies, B.A.**  
Wake Forest University  
2013-2016  
Magna Cum Laude

## SKILLS

### Marketing

- Digital marketing
- Social media strategy
- Content production & development
- Copywriting
- Adobe Creative Suite
- Analytics and reporting

### Public Relations

- Community & event management

## EXPERIENCE

### Freelancer

March 2020- Present

- Create social strategy, social assets, and original video content for PR Entertainment Firm
- Produce Instagram Live show 'Baking with Broadway'
- Strategize social plans for Food Network stars 'Showboy Bakeshop'

### Social Media Manager / Family Media Agency

Sept 2018- Present

- Managed all social media and websites for YULU, including copywriting and community management
- Strategized digital marketing campaigns and content creation for clients
- Created brand partnerships and influencer campaigns
- Produced video and photo shoots for clients

### Cannes Film Festival Intern / Taylor & Dodge

May 2016 - June 2016

- Assisted in the sales and distribution of feature films
- Marketed films to a wide variety of national and international buyers
- Interviewed producers and decided if their films were a proper fit for the company

## REFERENCES

**Kate Adler**  
VP Development | CBS Studios  
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**Fara Taylor**  
VP Marketing | Sony Pictures  
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