

Cassidy Donohue

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MARKETING PROFESSIONAL

I'm Cassidy Donohue, a dynamic marketer, and passionate copywriter who seamlessly blends creativity with strategy and SEO best practices to enhance brand visibility. Fueled by determination and a positive outlook, I not only motivate my team but also manage tasks efficiently to uphold the highest quality standards and meet all deadlines. My marketing foundation was cemented during a groundbreaking apprenticeship at Praxis and I have continued to hone in my skills through professional experiences and certifications.

KEY COMPETENCIES

Copywriting & Content Creation
SEO Strategy
Digital Marketing
Use of Marketing Tools

Social Media Management
SaaS Marketing
PR Initiatives
Volunteering & Entrepreneurship

Video Script Writing
Graphic Design & Web Design
Project Management
Leadership & Team Management

PROFESSIONAL EXPERIENCE

DOM360 Copywriter

October 2023 - Present

In this role, I'm a copywriter for over 20 dealerships across the U.S. Every month I create multiple assets to drive sales through keyword pages, email newsletters, social media posts, and ads. Maintaining AP style, I've become proficient in understanding automotive lingo and an array of brand voices for conventional and luxury car brands.

Significant Achievements:

- Craft messaging for ads that stay on budget and perform consistently.
- Write email newsletters with captivating subject lines that intrigue customers to open and discover the dealerships' monthly promotional offers.
- Create concise and exciting social media copy reflecting the dealership's tone and goal for their online presence.
- Meet monthly deadlines for my clients while also delivering quality content.

SocialMadeSimple Content Specialist

September 2023 - October 2023

In this role, I manage and create content for over 60 franchise client accounts. This content is specifically for Instagram, Facebook, and LinkedIn. This work is done for a wide range of industries including healthcare, finance, fitness, home services, and more.

Significant Achievements:

- This role has not only taught me about a variety of industries but also allowed me to write with different tones/voices for each particular audience.
- While managing over 60 social media accounts, I create boosted posts and understand Meta's guidelines for copywriting and imagery.

Insivia Marketing Associate

August 2022 - September 2023

I collaborate closely with Project Managers to devise and execute diverse marketing initiatives. My primary focus is on serving our clientele, predominantly SaaS businesses within industries like Fintech, HealthTech, LegalTech, and EdTech. My key responsibilities involve copywriting and SEO optimization for a variety of content, including websites, blogs, social media accounts, and email newsletters. Demonstrating a proven track record, I have successfully elevated both our internal marketing content and that of our clients to the top of Google search results, enhancing their digital visibility.

Significant Achievements:

- Written multiple scripts for high-level explainer videos for SaaS companies.
- Secured a guest spot for our CEO on a SaaS podcast as part of a successful PR initiative.

- Managed all content for a social media account for our veterinarian hospital client.
- Created a Website Writing Guide and Conversion Guidebook (Both around 20+ pages on Figma) for an Insivia course platform called Frictionless.
- Created social post copy and graphics for a FinTech client's LinkedIn.
- Helped with blog post creation for 10 different clients.
- Accomplished a variety of SEO results for our SaaS clients:
- Consistently grew the Visibility score for a newly launched website from 0 to .40% in the first few months.
- Ranked for targeted keywords on the first page of SERP and jumped anywhere between 5-36 positions.
- Gained new customers for a variety of clients from Organic Search Results.
- Increased total page views by 47% & new users by 25%

benefit.design

May 2022 - Nov 2022

Volunteer Copywriter

I actively collaborated with the social media manager to strategize and generate engaging content for the organization's LinkedIn and Instagram profiles. My responsibilities included not only idea generation but also crafting compelling copy for the posts. Utilizing Figma, I contributed to the development and management of our content calendar, ensuring a consistent and effective social media presence.

Paraorange Products

Feb 2022 - Jan 2023

Marketing Manager

Spearheading the initial marketing initiatives for Paraorange, during its inaugural year, I managed various facets including social media platforms such as Instagram and Facebook, executed compelling Facebook ad campaigns, and oversaw email marketing strategies. This hands-on experience provided me invaluable insights into the nuances of launching a comprehensive marketing strategy for a new business. Tools like MailChimp were extensively utilized in this process to optimize our marketing efforts and maximize the reach of our company's products.

Significant Achievements:

- Resulted in increasing business visibility and 50% MoM revenue
- Gained experience in launching a new business marketing strategy
- Utilized MailChimp
- Ran Facebook ad campaigns for the company's products

Tropical Smoothie Cafe

Sep 2018 - Aug 2021

General Manager

During my time at Tropical Smoothie Cafe, I quickly climbed the ladder from Crew Member, Team Lead, Assistant Manager, and finally General Manager. This role has built the foundation of my time management and communication skills.

EDUCATION & CERTIFICATIONS

Praxis (Feb 2022-Feb 2023)

College Alternative Marketing Apprenticeship Program

Hubspot Digital Marketing Certification (Jan 2023)

Hubspot SEO Certification (Jan 2023)

The Complete Mailchimp Email Marketing Course (Oct 2022)

Mailchimp Email Marketing Crash Course (Oct 2022)

SOFTWARE TOOLS

Canva
Figma
Meta Business Suite
SEMrush

WordPress
Mailchimp
Hubspot
Slack

Spyfu
Frase
Monday.com
G-Suite