

Cassie Bruns

cassiebruns@live.com

320.212.8318
P.O. Box 15208
Lenexa, KS 66285

EDUCATION: North Dakota State University
Bachelor of Arts Degree
Major: Mass Communication: Advertising/PR Emphasis
Minor: Spanish

Fargo, ND
December 2008

MARKETING EXPERIENCE:

Community First Health Plans
Corporate Communications Coordinator

San Antonio, TX
April 2012 – August 2013

- Organized the production and design of corporate newsletters and all print mail items
- Created and coordinated with both internal employees and external vendors for all printing/mailing items
- Managed public website, including organizing and planning a new website
- Contributed to social media platforms including Facebook
- Participated in marketing and outreach efforts to enhance CFHP name recognition
- Worked with advertising agency and senior leaders to develop marketing and public relations plans
- Wrote articles and provide editing skills to all documents for both internal and external audiences
- Assisted with the preparation of RFP responses

Stowers Furniture
Marketing Coordinator

San Antonio, TX
February 2010 – Present

- Manage and create content for Stowers Furniture website with a Content Management System
- Maintain Social Media outlets including Facebook and content for blogs and emails
- Design print ads and copy for the newspaper, magazines, and regular direct mail pieces
- Deliver all email communication to customer database
- Plan yearly advertising, marketing, and PR events and strategies
- Produce new television spots and manage in-house photo shoots

INTERNSHIP EXPERIENCE:

Bobcat Company
Marketing Co-op

West Fargo, ND
August 2008– December 2009

- Completed projects which involved identifying, collecting, and analyzing data sources to present recommendations to managers
- Researched key industry issues, challenges, trends, and topics to support the development of marketing plans, solutions and strategies
- Assisted in launching new projects and developing a plan, resulting in a corporate decision
- Editor for weekly dealer email, wrote various articles for weekly email and monthly magazine
- Content manager for Bobcat internal staff website
- Wrote and created basic HTML code resulting in new pages and images on Bobcat.com

Bison Athletics
Marketing and Promotion Intern

Fargo, ND
December 2007-May 2008

- Designed and created newsletters for the Junior Bison Club
- Promoted various activities during sporting events at North Dakota State University
- Created various posters, table tents, and flyers for various NDSU events
- Production assistant for "Think Pink" commercial

COMPUTER PROFICIENCY:

- Adobe Creative Suite- Photoshop, Illustrator, InDesign; Acrobat Professional; Microsoft Office 2010; PC/Mac