Juliane M. Cassidy

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WORK EXPERIENCE

Digital Marketing Specialist, **Great Leap Studios**, El Dorado Hills, CA   Feb 2020 - Feb 2023
- Designed and maintained custom and template websites using Wordpress CMS
- Managed VPS server, hosting solutions, and email for 20+ websites
- Wrote web and social media content for small businesses

Development Database Coordinator, **The Cleveland Orchestra**, Cleveland, OH   Jan 2019 – Jan 2020
- Served as project lead in Tessitura (CRM) data clean up by identifying problem areas and implementing corrective steps
- Created mailing lists and reports for the department using database extractions, reports, and SQL
- Developed an internal knowledgebase and implemented documentation as a standard procedure
- Led group and individual database trainings, creating written training materials when needed
- Worked with department teams to create efficient data management and gift processing solutions

Annual Giving Coordinator, **Broadway Sacramento**, Sacramento, CA   Jan 2016 – Dec 2018
- Served as Tessitura (CRM) super-user and Development department database administrator
- Provided exemplary customer service to donors and patrons with ticketing and contribution assistance
- Led project to enforce Development department compliance with PCI standards and consumer privacy law
- Automated gift entry and acknowledgement processes to reduce mistakes, costs, and time expenditure
- Managed annual giving program including drafting ask letters and social media posts

Student Assistant, **UC San Diego Alumni and Development**, San Diego, CA   Sep 2013 – Dec 2015
- Provided administrative support to the development coordinator and alumni engagement officer for the division
- Utilized a Blackbaud CRM to research and manage data

VOLUNTEER EXPERIENCE

Strategic Planning Committee, **Organization for Transformative Works**   Jun 2019 – Feb 2023
- Collaborated with a virtual team to draft a three year strategic plan for an international non-profit
- Implemented and tracked progress towards objectives throughout organizational committees

EDUCATION

UC San Diego   Sep 2012 – Dec 2015
B.A. History, Minor in Business

TECHNOLOGICAL SKILLS

- CRM databases - Tessitura Network, Salesforce, DonorPerfect, Blackbaud
- JavaScript, SQL, HTML/CSS
- Windows, macOS, Microsoft Office suite including advanced Excel, Adobe Creative suite, Atlassian, Google Analytics