

# Kasandra Murray

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## Creative Operations Management Services

Experienced Creative & Operations Manager with over ten years of expertise driving growth through innovative marketing campaigns, process automation, and team leadership. Led initiatives that boosted customer acquisition by 275% and revenue by 215%. I am skilled in KPI analysis, project management, and vendor negotiations. Improved productivity by 33% and reduced costs by 10%. Passionate about optimizing workflows, enhancing user experiences, and delivering impactful branding solutions across platforms to meet business goals.

## Clients

**Corps 1 Construction** – Columbus, OH | **Marketing Consultant**

Oct 2023 - Current

**Meetings & Incentives** - Caledonia, WI | **Graphic Designer & Print Buyer**

Nov 2024 – Current

**Fraga Graphic Solutions** - Columbus OH | **Creative & Operations Manager**

Jul 2019 – Sep 2024

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## Key ROI Accomplishments

Expertise in operations, customer acquisition, and print campaigns

### Operations

- Increased customer service productivity by **33%** and cut costs by **10%** by automating processes and operations.
- Boosted non-profit fundraising by **35%** and sponsor spend by **50%** through automation and enhanced user experience.
- Established training modules and cross-departmental processes, improving efficiency and product quality.
- Reduced number of unanswered calls by **45%** through call answering partnership setup and management

### Acquisition

- Drove **275%** rise in customer acquisition and **215%** revenue growth through multi-platform marketing campaigns.
- Increased magazine lead spend by **421%** through operational improvements with customer journey
- Increased new user traffic by **418%** through pay per click advertising

### Print Campaigns

- Managed direct mail magazine advertising leading to a **392%** ROI through optimization of investment
- Developed direct mail campaigns for new customers leading to **240.26%** ROI

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## Skills & Software Competencies

Strategic Targeted Marketing • Website Design • Contract Management & Negotiations • Omni Channel Development • Competitive Research • ROI Programs • Graphic design • Copywriting • Project Management • Leadership • Communication • Problem-Solving • Data Analysis • Negotiation • Automation Implementation • Time Management • Microsoft Office Suite (Word, Access, Excel, PowerPoint, Outlook & Teams) • Microsoft Power Automate • Power BI • SharePoint • OneNote • Adobe Creative Suite (Photoshop, Illustrator, InDesign) • Premier Pro • Acrobat • Adobe XD • Squarespace • WordPress • Shopify • Calendly • Canva • Cognito Forms •

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## Education

**Columbus College of Art & Design - Bachelor of Arts**

Illustration, 2013