

Cassandra Peterinelli

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RELEVANT EXPERIENCE — DIGITAL MARKETING & CRM

CRM & Digital Marketing Specialist

Remote - Park City, UT

Group Rossignol

Mar 2025 – Present

- Architected and launched the Trail Run Match Quiz, a multi-language lead gen experience built with HTML on SFMC CloudPages with custom data architecture, SQL-driven recommendation logic, and Journey Builder automation delivering 18+ personalized email variants across US, French, and Italian markets.
- Diagnosed low CTOR patterns across the trail footwear category and presented a content framework grounded in competitive analysis, resulting in CTOR increase of up to 2.44%, a 3x lift over the prior baseline.
- Led CRM and digital execution across all Group brands, partnering with sales and e-commerce teams to align lifecycle campaigns with GTM priorities and improve CRM-driven revenue contribution by 18%.
- Drove paid media execution in partnership with NORAM accounts, aligning digital marketing objectives to brand and retail sell-through goals.

CRM Specialist

Oct 2023 – Mar 2025

- Launched a reactivation journey targeting inactive customers, generating \$14,000+ in attributed revenue.
- Maintained consistent email open rates between 45–50% across promotional and lifecycle campaigns.
- Built and optimized email campaigns in Salesforce Marketing Cloud using segmentation and automation.
- Executed CRM programs across North America aligned to global strategy; partnered with teams in North America and Europe.

Director of Marketing & Events

Alta Climbing

June 2023 – October 2023

- Drove a 235% increase in social media engagement by overhauling a previous strategy by rebuilding with platform-native formats, a consistent visual identity, and a content calendar tailored to each channel's audience and algorithm.
- Improved lead-to-member conversion by ~2% through paid and email optimization; drove a 5% increase in event attendance.
- Owned all marketing, events, and community initiatives end-to-end, managing strategy, execution, budgets, reporting, and performance tracking independently.

Marketing Manager

Remote

Woodward Camps (POWDR)

Mar 2022 – Jun 2023

- Contributed to a 35% YoY revenue increase through end-to-end email marketing ownership.
- Increased social following by 10% in six months; delivered a 24% lift during seasonal campaigns; tripled paid social referral traffic.
- Led multi-channel content strategy across Facebook, Instagram, and TikTok; produced paid and organic assets using Adobe Creative Suite.

Marketing Specialist

Sept 2021 – Mar 2022

- Supported paid and owned campaigns; managed website updates and UX improvements using Drupal and Google Analytics.

Marketing & Productions Supervisor (Seasonal)

Jun 2021 – Aug 2021

- Managed photo/video asset production across multiple programs; managed a two-person marketing and content team.

Founder & Content Creator

SendyMcSendersonn

December 2020 - Present

- Grew an outdoor-focused Instagram account from 0 to 16.5k followers through authentic storytelling, strategic content planning, and audience engagement.
- Secured brand partnerships through organic community growth; built a custom companion website with a blog to expand digital presence.

Copywriter (Intern)

Washington, D.C.

Weber Shandwick

Jan 2020 – Jun 2020

- Wrote digital, print, and social copy for clients including Verizon, USPS, Fair Trade USA, Absolut, TIAA Bank, and the Washington Redskins.
- Spearheaded and pitched the USPS "Mail Love" Twitter campaign; approved and launched, garnering millions of views, retweets, and favorites

OTHER EXPERIENCE

Marketing Intern | *Bold Brands* | Jacksonville, FL | Aug 2019 - Nov 2019

Client Services Intern | *Merchants Fleet* | Chicago, IL | Jan 2019 – Jul 2019

Barista & Social Media Managment | *Nordstrom* | Jacksonville, FL | Jan 2017 - Aug 2018

CrossFit Coach - Certified Level 1 | *Strongpoint CrossFit* | Jacksonville, FL | May 2013 – Aug 2018

EDUCATION

Denver Ad School — Copywriting Portfolio Program | 2021

University of North Florida — B.S., Advertising | Jacksonville, FL | Dec 2019

University of Chicago — Summer Business Scholar Program | Jun–Aug 2016

SKILLS

Skills: CRM Strategy · Email Marketing & Lifecycle Automations · Salesforce Marketing Cloud · Social Media Management · Content Strategy · Copywriting · SEO · Google Analytics · Adobe Creative Suite · WordPress · HTML/CSS