

Cassie Grawe

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309-368-0927

Peoria, IL

Experience

POLITICO Media Group

2023 - 2024

B2B Website Operations Specialist

- Maintained and enhanced web experience for three B2B websites to ensure engaging and seamless experience for both users and prospects.
- Coordinated daily operations for three B2B websites, partnering with content creators and stakeholders to implement content updates that enhance user experience and engagement.
- Developed marketing landing pages using WordPress, custom blocks, HTML, CSS, and Photoshop ensuring alignment with brand guidelines and best practices.
- Led the redesign of two websites, ensuring QA testing for responsiveness and functionality. Collaborated with stakeholder, cross functional teams, and vendors to create timelines and meet deadlines. Provided designs for form pages.
- Utilized SEMRush for site audits, maintaining site health between 85-91% on all sites.
- Produced monthly analytic reports on three websites using DOMO, Google Analytics, and HotJar, offering insights and explanations for metric fluctuations.

BLICK Art Materials

2016 - 2023

Marketing Specialist, 2021 - 2023

- Designed and executed marketing landing pages using Contentful CMS, HTML, CSS, and Photoshop.
- Transformed outdated customer service and product information pages into updated, user-friendly experiences that met web best practices and enhanced functionality.
- Managed ad strategies for Blick and Utrecht websites utilizing banners, ads, and landing pages.
- Produced detailed Google Analytics Reports for both websites.
- Ensured consistency in brand style and language across all web properties for a more unified experience.

Product Information Specialist, 2018 - 2021

- Conducted research on current art trends and products on social media, art forums, and vendor websites to suggest relevant products to buyers & marketing.
- Collaborated with vendors, buyers, and internal teams to research products and ensure accurate product information on our websites.
- Handled 40+ daily customer inquiries, emails, and Q&A posts efficiently to ensure high customer satisfaction.

Education

Columbia College Chicago

Bachelor of Fine Arts, 2015

Graduated Cum Laude. Produced and managed the crew on three separate animated short films in the span of three semesters.

Skills

- Proficient with content management systems (CMS), Word Press, Contentful, Wix, and Canva, HTML, CSS, Adobe Creative Suite (Photoshop, Acrobat Pro), Microsoft Office Suite (Word, Power Point, Excel, Teams, Outlook).
- Strong understanding of web analytic and SEO tools like Google Analytics, DOMO, Hot Jar, JIRA, SMERush, and Google Search Console.
- Excellent organizational and project management skills with a keen attention to detail and experience in cross-departmental collaboration.
- Experience with media and retail companies and life sciences industry.
- Strong ability to work independently and use sound judgement for analysis and decision making.