

# Cassandra M. Harris

Director of Marketing & Communications

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Accomplished marketing and communications executive offering a wealth of experience in a variety of sectors including Healthcare, Automotive, and Software Development for both B2B and B2C entities. Proven ability to communicate with stakeholders, define needs, and create strategic roadmaps to propel products and services to the desired audience segments both domestically and abroad. Utilize empathetic leadership while managing cross-functional teams to success in deadline-driven environments. A visionary with the ability to transform concepts from ideation to realization while achieving high levels of client satisfaction.

## Areas of Expertise

- Communications Plans
- Account-Based Marketing
- Brand Awareness
- Product & Service Launch
- Marketing Automation
- Demand Generation
- Digital Advertising
- Performance Marketing
- Paid Social Advertising
- Pipeline Optimization
- Graphic Design
- Email Marketing
- Search Engine Optimization
- Teamwork & Collaboration
- Analytical Mindset

## Professional Experience

**Solera, Westlake, TX**  
**Global Corporate Communications Manager**

**2022 – Present**

Deliver exemplary leadership authoring and distributing internal and external corporate messaging across domestic and international markets. Orchestrate editorial planning across brand verticals, track KPIs, and measure earned, social, and paid media engagement for the brand. Additionally, preside over nuanced external communication programs across social media platforms, business sites, and media outlines while following brand requirements.

- Develop and launch communications strategies for critical ventures, employee engagement programs, and highly publicized events; additionally, oversee Corporate Social Media channels.
- Craft messaging for corporate bulletins, organic/paid social messaging, press releases, investor communications, blogs, and other pertinent assets or campaigns.
- Establish and strengthen key relationships with businesses and community organizations within the automotive industry.

### Global Demand Generation Specialist II

Create customized account-based marketing plans, formulate distribution strategies, and launch domestic and international campaigns. Spearhead demand generation campaigns, orchestrate events, and maximize customer reach through targeted marketing, analytics, and leadership acumen.

- Arrange and optimized monthly Google Ads campaigns valued at \$500K+ monthly.
- Launch lead generation campaigns, monitor performance, and integrate adjustments, as required; specialize in email campaigns, A/B testing, inbound lead management, lead-cycle management, data analysis, paid social initiatives, landing pages, videos, and paid search.
- Utilize Salesforce dashboards to optimize performance of all campaigns through tracking of KPIs.

**Ballistic Media Group, Lake Wales, FL**  
**Sr. Communications Director**

**2017 – 2022**

Entrusted to lead communications for a highly regarded full-service advanced marketing team known for creative design, strategic thinking, and tactical precision. Offered an expansive suite of services to clients including campaign development, crisis communication, social media management, and advertising strategies (display & keyword). Engaged and assisted B2C and B2B brands across the nation.

- Maintained a portfolio comprised of Fortune 500 clientele in an array of business segments.

- Implemented bold marketing initiatives and proven content strategies that resonated with the desired audience.
- Demonstrated expertise aiding clients ranging from true startups to mature organizations.
- Architected and managed annual paid search and social advertising campaigns valued at \$2.5M+ across a variety of platforms.
- Generated customized annual media plans centered on increasing media reach and frequency; simultaneously reduced spend by 15% while still achieving targets.
- Elevated life-cycle management processes by improving lead stages, lead hand-off processes, and SLAs; propelled clients through the funnel and conferred with sales to execute associated requirements.
- Authored and integrated lead generation plans that resulted in \$3.2M of revenue in 24 months.

**ECD Automotive Design, Kissimmee, FL**  
**Director of Marketing & Public Relations**

**2017 – 2018**

Developed robust marketing and PR solutions for a business providing customized automotive builds from scratch. Conceptualized campaigns, aligned messaging, and propelled brand awareness to the intended audience segments. Focused campaigns and outreach around automotive enthusiasts passionate about creating vehicles.

- Arranged an innovative database marketing program that increased customer retention by 10% and elevated ROI by nearly 31%.
- Created an international marketing campaign that focused on the top 1% of income earners.
- Improved the inbound lead management process to augment pipeline conversion.
- Liaised with sales and coordinated account-based marketing programs to elevate pipeline volume, ROI, and brand awareness.

**Professional Marketing Solutions, Celebration, FL**  
**Director of Marketing & Communications**

**1998 – 2016**

Engaged with clients, determined needs, and presented a suite of marketing and communications solutions tailored to the specific needs of each business. Focused client efforts on streamlining business operations, developing nuanced communication strategies, and creating digital solutions to propel product and service growth.

- Commended for authoring solutions for top tier corporate clients and non-profit organization; maintained oversight of traditional advertising, marketing, social media, e-commerce, and PR services.
- Accelerated revenue growth across top tourism segments while simultaneously overseeing annual marketing and sales budgets of \$11M+.
- Entrusted to confer with stakeholders, develop media strategies, and integrate solutions that propelled sales growth by 200%YOY.
- Crafted and launched media strategies that improved efficiency and ramped sales growth and profitability by 28%.
- Leveraged acumen for lead generation to prospect for business; realized 27% increase in overall productivity for B2C and B2B program creation while elevating incremental annual sales of \$8M.

**Education**

**Bachelor of Arts in Business Administration**, Sinclair Community College, Dayton, OH

**Technological Proficiencies**

HubSpot, Salesforce, WordPress (CMS), Google Ads (PPC), Hootsuite, AdRoll, A/B Testing, SEMrush (SEO), Google Search Console, Google My Business, Google Analytics, Adobe Suite, Additional SaaS Platforms

**Honors & Awards**

Forbes Business Council Member | Bronze Adrian Award by HSMAI National  
 Multiple Best PR Campaign Awards by the Florida Public Relations Society of America & Public Relations Society of America National

**Community Leadership**

Volunteer, Numerous Organizations Including: Home for Our Troops, Second Harvest Food Bank, Boys & Girls Clubs