

# Cassandra Damascus

Performance marketer passionate about data-driven results and growing customer base. 8+ years experience at early-stage, high-growth companies; seeking remote position in marketing, business development, or customer success.

## EXPERIENCE

### Launch Pad, New Orleans — *Director of Business Development and Community Engagement*

JULY 2018 - PRESENT

Coworking space and entrepreneurial hub.

- Increased revenue by ~90% within 15 months.
- Plans, curates, and executes 25+ events annually; includes workshops, panel discussions, guest speakers, and partnership events.
- Manages sales funnel: inbound and outbound lead generation, qualifying leads, negotiation, and lead conversion.
- Created and improves evolving internship programs.
- Cultivates and nurtures partnerships within the community.
- Produce and manage content marketing; includes social media and email marketing.

### Tech Talent South, New Orleans — *Community Director*

2016 - 2018

Regional director of code education company.

- Increased New Orleans student enrollment by 300% within 12 months.
- Plan and execute 3 events per month; includes workshops, guest speakers, and conference and hackathon events.
- Produce marketing content, including social media management.
- Managed HRMS for 40+ employees and contractors.

### Levelset, New Orleans — *Community Manager | Lien Controller*

2013 - 2016

SaaS technology platform for construction payment management.

- Conquered high-growth challenges; supported company expansion from six to 60 employees, both local and international.
- Reduced labor costs by implementing ATS and HRMS.
- Internal and external community management and people operations.
- Review and analyze property data and investigate inconsistencies.

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## SKILLS



Content management



Hubspot, Nutshell, Salesforce



Customer Success



Leadership and presentations

## ORGANIZATIONS | PROJECTS

### Women in New Orleans - *Founder*

Organization dedicated to supporting and connecting female professionals in New Orleans.

### Entrepreneur Support Organization - *Member*

Organization dedicated to growing the local entrepreneur and small business economy in New Orleans.

### Consultant

Startup support from idea phase through concept development and initial organization formation.

Business development support primarily through marketing and establishing sales funnels, and organizing events.

## EDUCATION

**East Carolina University** Bachelor of Arts

**Tulane University**  
Human Resource Management  
Post-Baccalaureate

