



CASSIE VAN ZEE

SOCIAL MEDIA & INFLUENCER MARKETING MANAGER

With 6+ years of experience, I have a proven track record of executing influencer based social media campaigns and creating captivating content. I thrive in teamwork-driven environments and love collaborating on projects. I provide fresh and innovative ideas while always seeking opportunities to expand my knowledge. My passion is to tell stories through high quality content that leaves a lasting impression.

WORK EXPERIENCE

CREATIVE SPECIALIST


The CKP Group | January 2023 – Current

- Executed creative strategies for influencer campaigns and content creation for an award-winning public relations agency
- Managed communication, budget and creative direction for influencer campaigns
- Trained team members on influencer strategies and software
- Launched the McDonald's Houston brand on TikTok and grew the account to more than fourteen thousand followers in 8 months
- Filmed and edited video content for Meta and TikTok
- Developed social media calendars, created content and wrote captions across multiple clients
- Collaborated on new strategies for client work in addition to scoping for new business
- Designed graphics and templates in Canva, Photoshop and Illustrator
- Followed legal guidelines and approval processes in content creation
- Maintained consistent communication with clients, influencers and partner agencies

INFLUENCER COORDINATOR

PRIME Hydration & 3D Energy Drinks | May 2022 – October 2022

- Lead influencer strategies on Instagram for the 6th largest sports beverage brand
- Maintained a monthly average of \$4.5 million in earned media value per month in influencer campaigns
- Managed PR packages and product gifting for more than 2,500 influencers across multiple brands
- Created influencer-based marketing strategies for product launches
- Developed outreach strategies for targeting established influencers
- Collaborated on creative briefs and projects
- Stayed in consistent communication with influencers and agencies
- Averaged 450 PR packages per month
- Pulled and analyzed monthly reports

 cassievanzee.com

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CONTACTS

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EXPERTISE

- Influencer management
- TikTok strategy
- Content creation
- Video editing
- Copy writing
- Graphic design
- Live content posting
- Script writing
- Product photography
- Videography



EDUCATION

Oklahoma State University
2016 – 2020

Bachelor of Science in
Strategic Communications,
Minor in Marketing

Bachelor of Science in
Sports Media

TECHNICAL SKILLS

ADOBE CREATIVE SUITE

CANVA

SPROUT SOCIAL

ASANA

TIKTOK ADS MANAGER

TAGGER MEDIA

WORK EXPERIENCE

(Continued)

INFLUENCER MARKETING SPECIALIST

Rebel Athletic | January 2021 – May 2022

- Developed and implemented influencer and TikTok strategies for an industry leading cheerleading apparel company
- Tripled the number of TikTok followers in 10 months
- Created two viral TikToks, one with more than 14.3 million views
- Filmed, edited and posted all TikTok content
- Managed a team of 975 ambassadors and models
- Planned and executed retail and magazine photoshoots
- Integral part of the application and casting process for our ambassador program
- Created graphics and social media posts
- Assisted in the daily management of 5 Instagram accounts
- Managed the appearances of athletes and influencers

IN – GAME SOCIAL MEDIA COORDINATOR

Major League Baseball | July 2020 – January 2021

- Worked directly with the Baltimore Orioles to manage their Facebook, Instagram and Twitter accounts
- Posted live in-game content to social media
- Pulled and edited video clips
- Led the initiative and developed launch strategies for the Orioles TikTok account
- Wrote copy for in-game, sponsorship and promotional posts
- Utilized Photoshop to create lineup and win graphics in a timely manner
- Categorized social media posts in order to make data driven decisions
- Coordinated across departments for simultaneous livestreams on multiple platforms
- Lead sponsorship fulfillments

SOCIAL MEDIA AND COMMUNICATIONS ASSISTANT

Oklahoma State University Athletic Department | August 2018 – May 2020

- Photographed and recorded content for live posting during games
- Launched and created content for the athletic department TikTok account
- Collaborated on graphics, social media postings, tournament recaps, feature stories and interviews across the athletic department