

Cassy Heitman

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Experience

Social Media Marketing Manager, Fighting Bee Band Davenport, IA — August 2018 - Present

- Manage all social media platforms for the band, colorguard, and drumline programs
 - Facebook (all three platforms)
 - Instagram (all three platforms)
 - YouTube
 - Twitter
 - Snapchat
- Develop new recruitment content for brochures, bi-folds, and postcard handouts
- Produce online promotional video advertisements
- Head photographer

Marketing Intern, Grinnell Area Chamber of Commerce Grinnell, IA — Summer 2019

- Assisted in organizing events to bring visitors to the Grinnell Area
 - The first-ever Prairie Palooza music festival
 - Grinnell Games
 - Friday Night Live Concerts
- Booked bands and food trucks, designed and distributed flyers, and reserved and set up venues.

Events Coordinator Intern, Amana Convention Center and Visitors Bureau Amana, Iowa — Summer 2018

- Planned and promoted upcoming festivals
 - Oktoberfest, Bike Ride of Iowa County (BRIC), and Wurst Fest
- Managed social media
- Assisted at festivals by setting up games and other activities throughout the day

Education

St. Ambrose University- Davenport, IA - May 2020 Major: Strategic Communications — Public Relations

Williamsburg High School - 2016

Skills

Ability to talk to people, teamwork experience, attention to detail, experience with fast-paced environment, Mac & PC computer aptitude, can follow directions. Some photoshop experience.

Activities

- Marketing Club co-president - 2019-20
- Writer and Marketing Director for HerCampus 2018-20
- Member of Public Relations committee on Campus Activities Board (CAB) 2017-18
- Fighting Bee Marching and Jazz Bands 2016-20

