



CASSIDY SLOCKETT

Digital Communications Manager – bilingual French

CONTACT

+33 (0)7 84 44 44 37
cassidyslockett@yahoo.com
Boulogne-Billancourt, France
[in](#) [t](#) [i](#) [f](#) /cassidyslockett

PROFILE

Motivated and organized, I have three years of MarComs and copywriting experience and a proven track record for producing strategic marketing campaigns to reach company objectives. I am now looking for my next professional challenge.

SKILLS

Adobe Creative Cloud
(InDesign, Premiere, Audition, Lightroom)
Hootsuite, Slack, Trello,
Mailchimp, Canva, Sprout
HTML, CSS, SEO
Google Analytics
Microsoft 365 - Pack Office

LANGUAGES

English - Native
French - Professional (B2/C1)
Italian - Conversational (B1)
Spanish - Beginner (A2)

INTERESTS

Animal rescue
Urban gardening
Formula 1
Pilates, biking
Reading

AWARDS

Anne Frank Humanitarian
Award, 2014 | Florida
Holocaust Museum

EXPERIENCE

Auto-entrepreneur/Freelance

Jan. 2022 - Present

Founder and CEO | Paris

Built a brand with 12k sales and 60k euros annual revenue
Designed Shopify and Etsy sales websites
Managed ad campaigns across Google, Facebook, and Pinterest (200% ROI)
Cultivated B2B wholesale accounts and supplier relationships worldwide
Managed B2C customer service (achieved a 5-star rating on Etsy)
Curated Pinterest, Instagram, and Facebook feeds (over 8K followers)
Liaised with graphic artists to design custom-branded product packaging
Produced blog posts to optimize SEO and increase customer satisfaction
Conducted market studies: resulting in a 30% increase in average cart value

International Chamber of Commerce

Nov. 2022 - May 2023

Project Marketing Officer (CDD) | Paris

Launched #ICCat100 campaign to celebrate 100 years of the ICC Court (event management, logo design, graphics, social media, audience segmentation)
Managed [ICC Arbitration](#) (+85K followers) on social media
Implemented consistent brand voice and marketing goals
Produced press releases (1/month) and email newsletters (1/week)

UFI, The Global Association of the Exhibition Industry

Oct. 2021 - Oct. 2022

Communications & Marketing Officer (CDD) | Paris

Crafted and executed strategic marketing goals in order to get event signups (influencers, paid ads, SEO, B2B)
Implemented an editorial calendar and writing style guide
Updated website, social media, and event management platforms
Spearheaded the annual [Global Exhibitions Day](#) campaign
Cut freelance expenses by 20% by producing designs and ads in-house

UNESCO

Apr. 2021 - Oct. 2021

Translator & Speechwriter for the Cabinet of the Director-General | Paris

Translated (French-English) [speeches](#) for DG Audrey Azoulay (2-5/month)
Published report forwards and press releases
Drafted high-level letters to heads of state to strengthen diplomatic relations

EDUCATION

The American University of Paris

2018 - 2021

Master's (MA) in Global Communications - Development Track
Specialization in NGO and Association Management (3.85 GPA)

John Cabot University (Rome, Italy)

2015 - 2017

Bachelor's (BA) in Communications and Entrepreneurship

VOLUNTEERING

AdopteUnMatou.com

2019 - Present

Foster Family for Cats | Paris

Rescued, fostered, and socialized 50+ cats until adoption