

CASSIANA GUDGENOV

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PROFESSIONAL OVERVIEW

Sr. Executive Assistant

Over eight years of experience managing complex calendars; coordinating on and off-site meetings; composing correspondence; preparing materials and data for presentations; maintaining files and electronic records; using my strong proofreading & editing skills; demonstrating initiative by self-starting projects and processes; maintaining the utmost confidentiality in all business & office matters. Office oversight and management, HR consulting & recruitment; project manager for culture/marketing events.

PROFESSIONAL EXPERIENCE

Etix FEB 2014 to DEC 2015 (1 Year, 11 Months) Morrisville, NC

EXECUTIVE ASSISTANT TO THE CEO

- EA to the CEO and Executive Team of a fast-paced & growing company. Worked directly with Marketing Dept, Creative Director and Ops Manager. Led and assisted HR and cultural initiatives, projects and events.
- Completed a broad variety of administrative tasks including: managing an extremely active and ever-changing calendar of appointments; completing expense reports; composing, preparing and filing correspondence that may be confidential; arranging and coordinating complex and detailed travel itineraries (domestic and international); and compiling necessary documents for in-office or out-of-office meetings.
- Planned, coordinated and ensured the CEO's schedule was followed and respected.
- Researched, prioritized, and followed up on incoming issues and concerns addressed to the CEO, including those of a sensitive or confidential nature. Determined appropriate course of action, referral, or response.
- Prioritized conflicting needs; handled matters expeditiously, proactively, and followed-through on projects to successful completion, often with deadline pressures.
- Worked closely and effectively with the CEO to keep him well informed of upcoming commitments and responsibilities.
- Acted as a "barometer," having a sense for the issues taking place in the environment and keeping the CEO updated.
- Provided leadership to build relationships crucial to the success of the organization, and managed a variety of special projects for the CEO, some of which may have had organizational impact.

OFFICE MANAGER

- Managed office of 80+ employees, creating a great working environment for the entire Etix team by maintaining the appearance of the office environment, keeping conference rooms meeting-ready, managing visitors, scheduling meetings and interviews. Also provided office support to 12 remote employees, and Nashville-based office of 15 employees.
- Assisted in creating and maintaining exceptional company culture. Led Culture Club and assisted Wellness Committee.
- Coordinated company functions, special and informal events, and off-sites, with budgets over \$20k.
- Member of the 5-person team that created our first Employee Handbook, as well as our Employee Onboarding, Orientation and Offboarding checklists.
- Managed the company hiring page (using Jazz) and gave recommendations to HR.
- Project managed the purchase and installation of an entire Department's workstations and furniture.
- Coordinated quarterly Lunch & Learns, and was also in charge of the A/V, teleconferencing set up and catering.
- Researching vendors for multiple catering events: from small 6-person meetings to our 15th anniversary event (200+ attendees).
- Managed most of our office and kitchen supplies, dealing with vendors such as Staples, Quill, Capitol Coffee, CEI (printers/copiers) and others.
- Served as the main point of contact for our office management agency, and spoke to them regarding any and all issues pertaining to building services including HVAC, power, fire drills, cleaning crews, lost or stolen items and more.

Hamilton Hill Int'l Designer Jewelry APR 2011 to SEP 2013 (2 Years, 6 months) Durham, NC

Named 5th best Jewelry Designer Retailer in the US, this specialized gallery showcases the best of modern & contemporary domestic and international designers.

SALES + MARKETING + EXEC ASSISTANT

- Communicated with vendors in relation to inventory, orders, inquiries and repairs.
- Received stock and memo items into inventory, and organized said inventory system.
- Created and edited monthly e-newsletter sent to 2,000+ clients. Photographed jewelry pieces for newsletter, website, marketing materials or social media. Created graphic design items such as brochure, print and online advertising.
- Created social media content for Facebook and Twitter, and managed company Pinterest page.
- Assisted owner with administrative tasks, including creating professional appraisals.
- Advanced knowledge of The Edge computer system, including deep searches & varied reports.
- Assisted local and international guests, including VIPs.

Univ of North Carolina at Chapel Hill SEP 2010 to APR 2011 (Contract for 8 months) CHAPEL HILL, NC

Executive Assistant to the Director of Carolina North & HR Assistant to the Office of the Vice Chancellor for Research.

EXECUTIVE ASSISTANT TO THE DIRECTOR + HUMAN RESOURCES ASSISTANT

- As EA to the Dir. of Carolina North, organized daily and weekly on and off-site meetings; and managed travel arrangements.
- As HR Assistant to the Unified Business Cluster at the office of the Vice-Chancellor for Research and Economic Development, scanned, organized, edited, tracked and filed HR files for all departmental employees. Supervised and implemented transition from a paper system to online database.

Playdom / Merscom SEP 2009 to JUL 2010 (1 Year) Chapel Hill, NC

Online social network game developer, based in Palo Alto, CA, creating social games on Facebook and other social media platforms.

QA ANALYST + GRAPHIC ASSISTANT

- As QA Analyst, tested all aspects of 2-3 different casual games per month, many of which achieved top-ten sales. Worked closely with seven different producers from prototype to release to provide design feedback from an end-user perspective.
- As Graphic Assistant, designed & transformed marketing assets.

PROJECT MANAGER

- As Localization Project Manger, led multiple Language QA projects in a fast-paced environment. Worked with internal and external teams to facilitate process, track metrics & schedules, and monitor the deliverable deadlines of internal and external teams. Communicated status, issues and risks to Departmental Manager.

Somerhill Gallery JUL 2007 to SEP 2009 (2 Years, 2 Months) Chapel Hill + Durham, NC

One of the largest and most prominent Southeastern contemporary art galleries. Open over 35 years, closed 2010.

EXECUTIVE ASSISTANT TO THE EXECUTIVE DIRECTOR + GRAPHIC DESIGNER

- Responsible for all aspects regarding continually changing monthly featured exhibitions. Gallery liaison to 100+ represented artists. Managed and updated gallery website, including images & portfolios, artists works & installation shots. Managed daily administrative aspects of prominent art gallery. Generated billing and tracked all gallery sales. Produced reports, memos and correspondence as needed.
- Created all graphic media (print & web) including monthly invitational announcement mailers to 8,000+ client list, as well as local and national advertisements. Designed bi-weekly email newsletters to 3,000+ email list. Transformed press-ready images & wrote press releases. Created & updated Gallery blog.

Staffinders UK JAN 2007 to JUN 2007 (6 Months) Glasgow, SCOTLAND

EXECUTIVE ASSISTANT + OFFICE MANAGER

- Short-term and long-term positions, including Office Manager of a Theatre Production Agency. Processed invoices, scheduled and coordinated multiple schedules. Made travel arrangements, directed telephone calls. Created, assembled, labeled and mailed packets to national media outlets. Created media list and contacted outlets to ensure accuracy.

Kenan Institute of Private Enterprise, UNC - Chapel Hill AUG 2005 to SEP 2006 (1 Year, 2 Months) Chapel Hill, NC

EXECUTIVE ASSISTANT TO THE ENTREPRENEUR-IN-RESIDENCE (Kenan-Flagler Business School)

- Organized and set all travel arrangements, and managed daily diary coordination and correspondence.

ADMINISTRATIVE ASSISTANT (Kenan Institute)

- Front desk reception of visitors & special guests, and forwarding of all incoming calls. Maintained and amended a large contact database as well as media cahiers.

ADDITIONAL PROFESSIONAL SKILL-SET

Web & Graphic Designer 6+ years of graphic design experience using the Adobe Creative Suite programs.

Content Marketer with Web, Email & Social Experience 5+ years of marketing experience. Responsible for the development and implementation of social media strategy and content marketing aligned with brand and business goals of employer. Created content for company websites, as well as for numerous social and professional networks.

STRENGTHS

Utmost level of professionalism. Creative thinker, attentive to detail, who loves tackling challenging and complex assignments. Organization nut, with a dedicated work ethic, ability to concentrate intensely and juggle multiple tasks. Excellent writer with experience composing copy, editing, and matching design to content. Trilingual, with cross-cultural, native fluency in French and conversational Portuguese. Extensive travel experiences.

SKILLS

Microsoft Office Suite (Advanced Proficiency in Word, Excel, PowerPoint and Outlook) • Google Apps for Business
Mac OS/Windows • HTML • Adobe Photoshop • Adobe Illustrator • Wordpress • FTP • JIRA • Goldmine • Desk • The Edge
ArtSystems • Expensify • Concur • Jazz (The Resumator) • Salesforce • Calligraphy • Copywriting • Editing

EDUCATION

University of North Carolina at Chapel Hill BFA STUDIO ART / Printmaking | MAY 2004 Chapel Hill, NC

McGill University Humanistic Studies (1 Year) Montreal, CANADA