

CASSIANA GUDGENOV

OFFICE & PEOPLE OPERATIONS, SR EXECUTIVE ASSISTANT

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EDUCATION

BFA/STUDIO ART
University of North Carolina
at Chapel Hill, 2004

HUMANISTIC STUDIES
McGill University

PROFESSIONAL

- C-LEVEL EXECUTIVE SUPPORT
- OFFICE MANAGEMENT
- HR ADMINISTRATION
- ORGANIZATIONAL CULTURE
- DIGITAL MARKETING
- EVENT PLANNING
- SOCIAL MEDIA
- GRAPHIC DESIGN
- EDITING
- PROJECT MGMT
- PHOTOGRAPHY
- PR
- COPYWRITING
- PAYROLL
- BENEFITS ADMIN
- GLOBAL TRAVEL
- RECORDS MGMT
- BUDGET RECONCILIATION
- ACCOUNTS PAYABLE AND MORE

Hello! I'm a Canadian-American creative professional with an extensive breadth of rewarding experiences. I've worn many hats in my career -- writer, marketer, executive assistant, curator, designer and event planner.

As a result, I have a unique ability to undertake new projects with curiosity and navigate complex challenges. I learn at lightning speed, and deliver with detail. My superpower: I solve problems, with a smile.

My professional experiences consist of over eight years as an executive assistant to CEOs and C-levels, and over six years of office oversight and management, HR consulting & recruitment; as well as project management for cultural & marketing events.

Additionally, I have over five years of digital marketing experience, which included creation, development and implementation of web, email and social media content marketing.

PROFESSIONAL EXPERIENCE

DIR of OFFICE OPERATIONS + HR BUSINESS PARTNER

Automated Insights / Durham, NC / June 2016 - Present

- Director of Office Operations for all the day-to-day office needs of this growing team of 60+. Worked directly with VP of People Operations, VP of Finance and Chief Operating Officer.
- Interim HR Business Partner for 5 months until a VP of People Operations was hired.
- Voted one of the 3 persons representative of Ai's culture to attend and receive our 2017 Best Place to Work trophy. Voted Ai MVP by all employees for 2017.
- Champion of company culture at an incredibly innovative company that has won Best Place To Work for five out of the last six years.
- Maintained office efficiency by planning and implementing office overhaul, including new desks & layouts, glass whiteboards and complete office re-painting.
- Kept management informed of daily issues and subsequent solutions.
- Co-managed transition from HRIS/Payroll vendors Zenefits/PayChex to ADP Workforce Now, as well as new Benefits (Medical, Dental, Vision, Life Insurance and more).
- Onboarded and offboarded 20+ employees in 2017.
- Owned company Payroll and 401k administration.
- Coordinated company functions, special and informal events, and off-sites, with a budget of over \$20k in 2017.
- Supported VP of Finance with Bookkeeping, Accounts Payable, and more.
- Supported the CEO with day-to-day initiatives and administrative needs.
- Researched, prioritized, and followed up on incoming issues and concerns, office or HR-related, 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.

TECHNICAL SKILLS

- MICROSOFT OFFICE SUITE (ADVANCED PROFICIENCY IN WORD & POWERPOINT; PROFICIENCY IN EXCEL, OUTLOOK & ACCESS)
- GOOGLE APPS FOR BUSINESS (ADMIN)
- MAC OS + WINDOWS
- ADOBE PHOTOSHOP, ACROBAT, ILLUSTRATOR
- ZENEFITS
- ADP WORKFORCE NOW
- JAZZ / HIREBRIDGE
- SLACK
- VALIDITY SOLUTIONS
- CONCUR / EXPENSIFY
- QUICKBOOKS
- PAYCHEX
- BOX / DROPBOX
- IMOVIE
- HR SIMPLIFIED
- WORDPRESS
- JOIN.ME
- AND MORE

STRENGTHS

// Utmost level of professionalism & confidentiality.

// 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.

PROFESSIONAL EXPERIENCE (CONTINUED)

EXECUTIVE ASSISTANT TO THE CEO + OFFICE MANAGER

Etix / Morrisville, NC / Feb 2014 - Dec 2015

- EA to the CEO and Executive Team of a fast-paced & growing company. Worked directly with Marketing Dept, Creative Director and Ops Manager.
- Planned, coordinated and ensured the CEO's schedule was followed and respected.
- Managed office of 80+ employees, and provided office support to 12 remote employees, and Nashville-based office of 15 employees.
- Assisted in creating and maintaining exceptional company culture.
- Coordinated company functions, special and informal events, and off-sites, with budgets over \$25k.

SALES + MARKETING + EXECUTIVE ASSISTANT

Hamilton Hill Int'l Designer Jewelry / Durham, NC / Apr 2011 - Sep 2013

- 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 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.

EXECUTIVE ASSISTANT TO THE DIRECTOR + HR ASSISTANT

University of NC at Chapel Hill / Chapel Hill, NC / Sep 2010 - Apr 2011

This was a set 8-month contractor position.

- 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.

QA ANALYST + GRAPHIC ASSISTANT / PROJECT MANAGER

Merscom (acquired by Playdom) / Chapel Hill, NC / Sep 2009 - July 2010

- As QA Analyst, 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.
- As Localization Project Manager, 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.

EXECUTIVE ASSISTANT TO THE EXEC DIRECTOR + GRAPHIC DESIGNER

Somerhill Gallery / Chapel Hill, NC / July 2007 - Sep 2009

- 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, and bi-weekly email.