

RANDALL CASS

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Advertising / Marketing Executive

Innovative, accomplished professional with over 30 years of achievement and recognition. Former Advertising Agency Owner/Principal with strong strategic planning and execution skills well versed at fusing creativity with technology to create measurable, growth-oriented results. A self-driven leader with a diverse knowledge base and excellent research and analytical decision-making capabilities, suited for a fast-paced environment.

Professional Summary

Joined Virginia Cook, Realtors in 2017 and achieved Top Producer 4th Quarter 2017, 1st Quarter 2018, 3rd Quarter 2018 and on track for 4th Quarter 2018. Create and maintain all marketing efforts utilizing print, social media branding and email campaign delivery. Analyze metrics to optimize ongoing results.

Founded Car Show Radar in 2015, a website focused around helping car enthusiasts find and promote car shows nationwide. Designed for mobile devices, the site works uniformly across all platforms. Users get a rich, immersive experience far beyond that of other car show sites plus a deep tie-in with social media channels. The site was nominated for a We Work Award in 2017 and even though Car Show Radar is only U.S. IP optimized, it has followers worldwide. Because of promising organic and word-of-mouth growth as well as ongoing video efforts the project is in early fund raising efforts.

Opened Cass Creative LLC, a boutique full-service agency, in 1997 with one client and grew agency to \$5 million in yearly billings with local, regional and national clients. Established in-house media department to include media planning and buying services in services portfolio. Increased market reach and awareness for clients through print, broadcast and digital campaigns that consistently grew product branding sales and ROI. Won industry awards for campaigns, design and writing.

Created Track Daddy Productions, LLC in 2008 to meet Cass Creative client needs for TV, Radio and Digital production. Expanded to providing production services to other local agencies maximizing profits as a stand-alone operation. Served as Executive Producer to ensure highest quality production values across client spectrum. Identified and procured production talent base.

Served as Creative Director at local agencies prior to launching Cass Creative and consistently improved client creative output and branding message ROI. Successfully increased the number of clients and billings at each agency. Started as a copywriter in 1983 while working way through college and successfully grew into leadership roles with each agency succession.

Professional Experience

REALTOR – VIRGINIA COOK REALTORS

2017 to Present

- Awarded Top Producer four times since joining in 2017
- Developed all self-marketing and branding initiatives
- Maintain and analyze digital marketing, email and tertiary campaigns

FOUNDER – CAR SHOW RADAR.com

2015 to Present

- Developed concept and functionality of site
- Sourced digital agency to build out site with backend data gathering and automation features

continued

- Created all branding design elements – logos, media elements, content, taglines
- Create and maintain all ongoing marketing and PR, social media and email campaigns
- Analyze ongoing efforts via Google Analytics, MailChimp email campaigns and Facebook and Instagram Insight metrics
- Head Car Show Goer and Photographer
- Writer/Producer/Talent for videos

OWNER/PRINCIPAL – CASS CREATIVE, LLC 1997 to 2011

- Award winning, full-service boutique agency servicing local, regional and national clients.
- Served as head of creative and drove annual billings to \$4 - \$5 million
- Managed all staff efforts to ensure teamwork cohesion and successful results
- Achieved diverse client base including medical, technical, retail, B2C, B2B and other clients
- Provided creative, production, media planning/buying and consulting services
- Consistently achieved 22% - 24% margin on yearly billings
- Early adopter of digital platform integration

EXECUTIVE PRODUCER – TRACK DADDY PRODUCTIONS, LLC 2008 to 2014

- Planned and coordinated all details for productions
- Worked on scripts, edits and final delivery to media and clients
- Sourced outside clients to diversify billing
- Identified and procured vendors for wide range of client productions
- Created and produced TV pilot, supporting videos, website, collateral and pitch materials for a local restaurateur for a show called Big Ranch, Big City. The show was green-lighted by KLRU, the PBS affiliate in Austin, TX

Education

UNIVERSITY OF NORTH TEXAS, Denton, Texas

Bachelor of Science in Advertising Journalism, Minors in Marketing and Music - 1989