

# CASSANDRA JOHNSON

*Chief Operations Officer*

## PROFESSIONAL SUMMARY

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Chief Operations Officer with 16+ years of experience leading process optimization, compliance readiness, and cross-functional team management. Skilled in implementing scalable systems that improve efficiency, streamline client onboarding, and strengthen service delivery. Experienced in aligning operational strategies with organizational goals, fostering collaboration, and building resilient infrastructures that support long-term business growth.

## EMPLOYMENT HISTORY

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### CHIEF OPERATIONS OFFICER

*EverProsper Digital Marketing Agency*

Jan 2022 - Present

*Roanoke, TX*

- ◆ Created SOPs to streamline execution, reduce churn, and maximize team accountability
- ◆ Implemented and maintain remote infrastructure that improved cross-team collaboration and minimizes technical disruptions.
- ◆ Oversee service delivery operations, ensuring consistent quality standards and high client satisfaction.
- ◆ Direct branding and internal communication efforts to strengthen organizational identity.
- ◆ Standardized sales scripts and outreach processes to improve efficiency and consistency.
- ◆ Create tailored client proposals that streamline the sales-to-delivery pipeline and contribute to revenue growth.
- ◆ Support sales operations by leading client calls, improving conversion rates, and ensuring seamless handoffs to delivery teams.
- ◆ Standardized and managed end-to-end client onboarding, streamlining implementation, reducing errors, and establishing a strong foundation for long-term partnerships.
- ◆ Secured exclusive partnerships and offers through affiliate networks and SaaS collaborations
- ◆ Developed compliance frameworks for regulated niches (finance, health, insurance)
- ◆ Reported directly to founders, aligning marketing, ops, and creative with growth goals
- ◆ Directed the agency's strategic vision and operations, resulting in consistent year-over-year revenue growth and profitability across multiple digital verticals.

### OPERATIONS MANAGER

*DLJ Marketing & Promotions, LLC*

Jan 2017 - Dec 2021

*Wentzville, MO*

- ◆ Implemented operational systems and infrastructure that improved team productivity and minimized disruptions.
- ◆ Developed standardized workflows and onboarding procedures, accelerating implementation and strengthening client relationships.
- ◆ Provided strategic guidance to align operations with business objectives.
- ◆ Managed vendor and partner relationships to optimize costs and strengthen service delivery capabilities.
- ◆ Oversaw daily agency operations across paid media, creative production, client accounts, and marketing systems
- ◆ Streamlined internal workflows and SOPs, increasing execution speed and team efficiency by 30%+
- ◆ Managed cross-functional teams across media buying, design, and account management to ensure client success
- ◆ Led project tracking, resource allocation, and performance reporting to support on-time, on-budget delivery
- ◆ Implemented CRM and task management systems to improve pipeline visibility and client onboarding speed
- ◆ Collaborated with leadership to align operations with growth targets, campaign timelines, and KPIs
- ◆ Conducted quality assurance reviews across ad creatives, landing pages, and campaign launches
- ◆ Managed vendor and partner relationships, negotiating favorable contracts and performance benchmarks
- ◆ Supported financial operations including budgeting, invoice processing, and expense tracking
- ◆ Trained and mentored junior team members, driving a culture of accountability and results

**CLIENT RELATIONSHIP MANAGER**  
*Client Services, Inc.*

**Apr 2009 - Dec 2016**  
*Saint Charles, MO*

- ◆ Designed and optimized operational processes, reducing inefficiencies and enabling scalable business growth.
- ◆ Managed end-to-end operational workflows with banking partners, ensuring compliance, accuracy, and seamless execution.
- ◆ Coordinated cross-functional teams to deliver client initiatives on time and within scope, aligning deliverables with business goals.
- ◆ Standardized onboarding and project management procedures, streamlining implementation, reducing errors, and strengthening long-term relationships.
- ◆ Oversaw service delivery operations, maintaining consistent quality standards and high client satisfaction.
- ◆ Partnered with internal teams and external banking partners to resolve escalated issues quickly, improving trust and operational efficiency.
- ◆ Created client tailored decks and business reviews that streamlined the sales-to-delivery pipeline and contributed to revenue growth.
- ◆ Coordinated cross-functional teams to prepare documentation and evidence for client pre-audit requests, ensuring accuracy and timeliness.
- ◆ Streamlined audit preparation processes, reducing errors and improving readiness for regulatory and compliance reviews.
- ◆ Managed onsite audit logistics with clients and external auditors, facilitating smooth execution and minimizing operational disruptions.
- ◆ Monitored audit requirements and deadlines, ensuring all client deliverables were met and compliance standards maintained.
- ◆ Partnered with internal stakeholders to address audit findings and implement corrective action plans, strengthening operational compliance.

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**SKILLS**

Budget Management, Customer Relations, Strategic Planning, Process Optimization, Compliance Management, Client Onboarding, Operational Efficiency, Vendor Management, Quality Assurance, Negotiation Skills, Project Management, Change Implementation, Market Research.

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**EDUCATION**

**AUG 2004 - MAY 2005**  
*Saint Charles Community College*

*Cottleville, MO*

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**REFERENCES**

**Katie Fonville**, Mercy Culture Preparatory (*katie.fonville@mcprep.org*, 817-332-3351); **Tulea Wynn** (682-410-9706);  
**Jennifer Simmons**, Mercy Culture Preparatory (*jennifer.simmons@mcprep.org*, 817-909-8604).