



CONTACT

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🌐 hodder.law

EDUCATION

GrDip Journalism
Concordia University
Montreal, Quebec, CA

BPR
Mount Saint Vincent University
Halifax, Nova Scotia, CA



Hodder Law Firm

CASSIE DOUBLEDAY

OPERATIONS MANAGER

PROFESSIONAL EXPERIENCE

Operations Manager

2024 - Present

[Hodder Law Firm, P.A. | Remote](#)

- Develop and implement operational strategies to streamline processes, improve efficiency, and reduce costs, ensuring continuous improvement and alignment with Firm's goals.
- Provide support for marketing initiatives including website, SEO, social media, and branding goals.

Head of Growth

2021 - Present

[Reef Chain | Remote, Global](#)

- Growth initiatives: token incentivization, partnership outreach and marketing, former Reef Card program, NFT drops, ambassador program, KOLs, growth buys, and more.
- Marketing plans for partners, KOLS, and creative and PR agencies.
- Marketing and PR content creation, reviews, and edits, and company newsletter.
- Community messages on behalf of Chain.
- Internal and external community guides.
- Creating guides for AMAs; working with partners and NFT artists to review AMAs.
- Sqwid.App: Building NFT artist bank, managing marketing and community, hosting X Spaces, and social AMAs.
- Managing marketing calendar, and aligning PR and agency content.
- POC and bridge for CFO, CEO, and remote team.
- Collaborate closely with dev teams, PR and creative agencies, independent contractors, community managers, partners, and NFT artists.
- Creating internal processes and briefs for decentralized workflows.
- Competitive market analyses, benchmarking, and market reports as needed for programs, launches, investments, and ecosystem marketing.
- Analyzing community sentiment, marketing, and program performances, providing insights to our internal groups (contracts, devs, community team) to improve efforts and adjust processes.

PREVIOUS EXPERIENCE

- **Editor**, Reef, Remote, 2021 - 2021
- **CMO**, Realm, Remote 2021 - 2021
- **Freelance Social Media Marketing**, Remote, 2017 - 2021
- **Co-Founder**, writersfirst.com, Remote, 2020
- **Jack Victor Limited**, Montreal, QC 2018 - 2020
- **Social Media Manager**, SSENSE, Montreal, QC 2014 - 2016
- **CMM**, Verb Interactive, Halifax, NS 2014 - 2014
- **Sr. Recruiter, Digital Media**, The Creative Group, Toronto, ON 2013 - 2021