

Cassie L. Burdett

Jonesboro, Arkansas • cassie.burdett@gmail.com • 870-819-1290

Equine Instructor/Manager/Sales & Marketing

Driven and accomplished professional with over twelve years of experience working in management and sales, and over three years in teaching at a collegiate level.

—Key Qualifications —

- Strong interpersonal and team management skills; fosters and maintains positive relationships with clients, team members, students, and educators.
 - Adept in providing both one-on-one and small group instruction; skilled in preparing accessible lessons for students at all skill levels and abilities.
 - Experienced in overseeing budgets, analyzing performance for social media advertising, SEO, PPC, and creating targeted promotional graphic design ads/email campaigns.
 - Proficient in Klavyio, MailChimp, Shopify, Facebook Ads, Blackboard, and Microsoft Office Suite.
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Professional Experience

Arkansas State University – Jonesboro, Arkansas

Equine & Animal Science Instructor, December 2018- Spring 2020; August 2022-Present

Equine Center Manager, November 2021- to August 2022

Manage and overview all facility and equine center operations. Assist in directing with faculty all aspects of thoroughbred stallion handling, broodmare handling, and foal care. Supervise and maintain proper equine center herd health and management. Coordinate daily tasks among student workers and aides. Partner with supervisor and other animal science professors to conduct independent research for data analysis projects, class presentations, and academic publications. Mentor students on academic performance. Collaborate with professors to establish class curriculum, prepare and deliver lectures and labs. Help to create materials and coordinate contracts for all Equine Center boarders, bookings, billings, and advertisements.

Selected Contributions:

- Created an IHSA riding team and will begin competing regionally by Spring 2023
- Increased boarder rate by over 50% in less than five months.
- Implemented new training procedures and created a positive work environment amongst student workers, boarders, staff, faculty, and community members.
- Overviewed and analyzed budget to maximize performance, cut expenses, and secured revenue under time allotment.

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- Provided instruction and/or served as guest lecturer for students in the following classes: Introduction to Equitation, Equine Health & Management, Equine Reproduction, Horse Production, Intermediate Western Equitation, Advanced Equitation, Introduction to English Equitation, Intermediate Huntseat Equitation, Introduction to Animal Science, Nutritional Management, Equine Nutrition, and First Year Experience.
- Recruited and mentored students either into or through Arkansas State's graduate and equine program.
- Trained and supported equine students to compete up to state level.

Newman Farm Heritage Berkshire Pork – Myrtle, MO **Director of Sales & Marketing**, May 2019- to Present

Manage all aspects for regional wholesale accounts, including: establishing new clients, new product design development, overseeing and forecasting of inventory, growth and development of current client relationships, and driving sales across multi-city locations. Emphasis for retail management include quarterly sales performance reviews, creating focused campaigns for Klavyio/MailChimp audiences, managing Facebook ads and platform, and designing yearly food/sales promotions to align with targeted objectives.

Selected Contributions:

- Collaborated in creating and implementing launch of a new national box subscription during Covid-19 pandemic.
- Assisted in designing and execution of new website, social media platforms, and digital marketing tools, including SEO and Google Ads.
- Established and managed new regional wholesale markets across 4 different cities in 3 different states.
- Engineered and directed retention program rewards for sales platform clients and customers.

HJH Properties- Jonesboro, AR **Property Manager**, July 2009 - 2011 & 2013 – February 2017

Provided management to multiple residential properties valued at over \$15 million. Established rental rate by surveying local rental rates; calculating overhead costs, depreciation, taxes, and profit goals. Recruited, hired, and trained qualified office staff and maintenance employees. Accomplished financial objectives by collecting rents, paying bills, and forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective action. Served as figurehead for Owners and District Manager.

Selected Contributions:

- Upheld 95% or greater occupancy rate on over 288 units.
- Played an integral role in resident retention through organizational and customer service skills, leasing renewal preparation and follow-up to resident needs assessments.
- Top Finalist in Voter's Choice for Best Apartment Complex in the region.

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Educational Background

Master of Science in Agriculture - Animal Science, May 2018 Arkansas State University, Jonesboro, AR

Bachelor of Science in Agriculture - Animal Science with Equine Management Emphasis, May 2016
Arkansas State University, Jonesboro, AR

Certifications in Veterinary Anatomy & Physiology, Technology, and Terminology, May 2012 Austin
Community College, Austin, TX

Beef Quality Assurance Certified-Spring 2017, Arkansas State University, Jonesboro, AR

Projects

National Pork Retail Benchmarking Study: Research assistant to Vice President of the National Pork Board, Dr. David Newman. Gathered pork quality baseline values in the fresh pork retail case. Nationally, 117 retailers in 67 cities were selected for sampling using a novel selection model. May 2018-August 2018.

AState IDS Special Projects:

- Equine Department Budget: Evaluated and documented the production, and financial records of the equine center on a university farm, Spring 2018.
- Nutritional study on common methods of feeding hay, total hay consumption, and evaluated the performances of the methods of distribution. Total hay wastage was examined over a period of 2 semesters, in both stalled and pasture environments.

Internship

Arkansas State University/WinStar Internship▪ August 2018-December 2018

Assisted in the daily maintenance and care of broodmares and weanlings. Various chores that were performed but were not limited to include: handling, grooming, feeding & distribution of oral and topical medicines, watering, monitoring health, cleaning stalls, turnout, etc. Worked directly under foreman for successful sales preparation of broodmares into national commercial auctions. Studied factors that affect the value of an individual horse including pedigree, conformation, progeny, performance, and breeding soundness.

Awards and Achievements

- Phi Kappa Phi Honors Society Member-(Inducted 2018)
- Outstanding Graduating Senior Award at Arkansas State University: Agricultural - Animal Science Department (2016)
- Delta Tau Alpha Agricultural Honor Society (2015 - Present)