



Cassandra Craven
Social Media & Content Manager,
Helium 10 Software

Bio: A social media maven, Cassandra has been making strides in **organic social media for over a decade**, bringing her edge and expertise in community management, influencer relations, content creation, **social strategy**, and analytics to the **Helium 10** social storefront. While leading the charge as the **first woman** to represent Helium 10 on stage, Cassandra is at the forefront of **cutting-edge tactics** and trends, she has been a pivotal part of the company's growth and evolution. On the daily, she advances the company's social media accounts and acts as the company **liaison** in Facebook groups. In her earlier years, she managed and produced content for both **national and international brands in the television, film, and advertising industries**, including two **Emmy-nominated TV series** and the 2018 top-grossing films, *Aquaman* and *Marvel's Venom*. Using marketing techniques previously reserved for large-scale firms and name brands, Cassandra can teach individual sellers how to implement these strategies to **effectively drive traffic** to their listings and increase revenue.

Past Events:

- Red Carpet Premiere Coverage for IMAX Studios; *House with a Clock in its Walls, Venom, Aquaman, Mortal Engines, Spider-Verse*
- Live Award Show Coverage of the 2018 BAFTA Awards in Los Angeles, California
- Empowery Women's Conference 2020; *Effectively Using Mainstream Media Creative For Your Social Media Strategy*
- Branded By Women 2020; *10 Social Media Tactics For Female Entrepreneurs*
- 7-Figure Seller Summit 2020; *10 Ways To Have An "Insta-Worthy" Amazon Business*
- Sourceii Summit 2020; *Optimizing Large-Scale Social Media Practices For Your E-Commerce Business*
- Helium 10 Elite Workshop; *How To Apply Big Brand Social Media Tactics To Your Amazon Business*