

**CASSANDRA MARIE CLAYPOOL**



**Illinois Route 66 Scenic Byway  
Springfield, Illinois – Executive Director**

**March 2020 - Present**

- Oversees and reports on the company results to a volunteer board of nine.
- Develops and implements strategies aiming to promote the organization's mission and vision.
- Responsible for the planning, organizing, and directing of the organization's operations and programs.
- Develops and implements consistent policies and procedures that relate to the Byway.
- Supervises the development of all operations.
- Coordinates and leads annual budget reviews, monthly and quarterly reviews, and periodic updates with volunteer board.
- Developed and implemented a new website, mobile app and CRM database to track all members of the Byway.
- Prepares accurate and timely analyses that capture and communicate business results and successes.
- Works daily to promote, preserve and provide economic development resources for all Byway members.

**Illinois Association of Park Districts  
Springfield, Illinois – Director of Marketing & Development**

**May 2017 – March 2020**

- Develops and implements marketing, advertising and communication plans for all state-wide events, educational offerings and association benefits to all members.
- Oversees the association's foundation, handles all donations and major gifts.
- Responsible for marketing the annual state conference held every January; over 4500 in attendance.
- Responsible for securing and executing event sponsorships.
- Website design/maintenance, social media marketing and internal graphic design.
- Maintains the association's state-wide database; member invoicing, purchasing, and troubleshoots all database issues. Runs all association reports and builds queries based on employee and member needs.
- Answers member questions in regarding to state laws and regulations, the Park District Code and legislative inquiries.
- Responsible for corporate memberships and generates new business partnerships.
- Oversees all affinity partnerships; generates new partnerships to maximize income.
- Responsible for executing all aspects of the association's grant program.
- Responsible for executing all aspects of the nation-wide, confidential executive director search service.

**Cathedral of the Immaculate Conception Parish & School  
Springfield, Illinois – Business & Development Director**

**June 2015-May 2017**

- Handled all day to day accounting – accounts payable/receivable, payroll, purchasing, and all financial reports for parish and school.
- Handled all OSHA inspections and other required inspections from the State and Diocese.
- Managed the school's Annual Fund campaign; cultivated donors and built continual relationships for new and existing donors.
- Executed all aspects of the annual Spring Gala; secured all sponsorships and donations.

- Oversaw all marketing and advertising efforts for the parish and the school.
- Maintained all databases for the parish and the school.
- Secured all major gifts for the parish and the school.
- Responsible for all updates and maintenance of the parish and school websites and social media pages.
- Responsible for all email communication with parishioners and parents of the parish and school. Developed and executed all surveys and newsletters.
- Responsible for all HR related tasks within both the parish and school; handled all HR training, record keeping, handbook development and maintenance, and management of all employee benefits.
- Collaborated with the school board and the finance council on a regular basis.

**Illinois State Treasurer-Unclaimed Property Division**  
**Springfield, Illinois** – *Executive Assistant to the Director*

**Dec 2012-June 2015**

- Served as the liaison for the director with local, state and federal officials and with public and private organizations and internal staff.
- Responsible for drafting correspondence for emails, disciplinary communications, performance evaluations, monthly numbers and other confidential documents.
- Responsible for maintaining a database of all inventory for property and equipment used by the division.
- Managed confidential claims software; software held social security cards, estate information and other highly confidential materials.
- Processed bi-weekly payroll for all contractual employees.
- Coordinated and managed all major projects within the division; installation of new cubicles, replacement of computers and printers throughout the division and successfully executed a purge of over 25 years of confidential information per the state requirements.
- Handled the director's information requests, claims processing, constituent requests and complaints, calendar and all internal files.

**Cathedral of the Immaculate Conception Parish & School**  
**Springfield, Illinois** – *Development Director*

**July 2008-Dec 2012**

- Handled all aspects of grant research and grant writing for the school and parish.
- Coordinated, planned and implemented all major events and fundraisers for the school and parish; including annual auction.
- Coordinated all marketing efforts for the school and parish, main contact for all media relations.
- Redesigned and maintain the school, and parish websites; lead other efforts to communicate parish and school information to parishioners and the larger Springfield community; maintained the school and parish social media pages.
- Coordinated a quarterly newsletter covering developments within the school and the parish; maintained donor and alumni databases, tracked annual fund donations and prepared tax statements for all donors.
- Developed internal and external written and verbal communications for the areas of marketing and fundraising for the school and parish.
- Collaborated with the school board and the finance council on a regular basis.

## **EDUCATION**

**Western Illinois University  
Macomb, Illinois**

**May 1998**

- I graduated with a Bachelor of Science in Hospitality Management with an emphasis in Business Management.

## **SKILLS**

### **Computer**

- I am highly proficient in all areas of Microsoft Office and 365 and Adobe Creative Suites. I have excellent database management, social media, and website design and maintenance skills. I also excel at software applications and integration.

### **Professional**

- I am highly experienced in general office skills, managing, interviewing, hiring and training employees. I also possess well developed project management, marketing, public speaking, fundraising and event planning skills; I am extremely organized, flexible and creative. I also have experience in accounting, payroll, invoicing/purchasing and database management. I am a self-starter with superb leadership skills and possess excellent time management and organizational skills.

## **PROFESSIONAL AFFILIATIONS**

- Member of Illinois Women in Leadership
- Co-chair of the Route 66 Monarch Flyway Initiative
- Heads the 100 Extraordinary Women Task Force in Illinois
- Member of the Illinois Route 66 Centennial Commission
- Chair of the Economic Development Working Group for the Road Ahead Partnership and sits on the Board of Directors
- Board Member of the Old State Capitol Foundation