

EMPLOYMENT

Workshop Name: Marketing Yourself in the Next Chapter

Workshop summary:

Discover Your “Why” for Your Next Chapter. This breakout session invites you to name your innate strengths and how to use powerful language to market yourself for your next chapter. Whether you are looking for a new job, to start a new business, or even if you’re unsure what your next chapter may be, we’ll start from a place of Self to build an authentic “brand” that defines *you*. During this session, we’ll discuss the following:

1. Developing our “Why” or our “Mission”
2. Building a brand image both online and in person
3. Self-care tips for navigating life transitions

These tips come from my recently published book, *This Won't Be Pretty* which is available on Amazon https://www.amazon.com/This-Wont-Pretty-First-Year-Entrepreneur/dp/1989737129/ref=sr_1_2?dchild=1&keywords=this+won%27t+be+pretty&qid=1625936144&sr=8-2

Speaker Bio:



Cassandra D'Alessio

Founder, Next Page Brand Strategies, Inc.

Cassandra D'Alessio is the founder of Next Page Brand Strategies, Inc., a marketing agency dedicated to helping businesses tell authentic stories that build brand loyalty and drive customers to action. Since beginning her writing career at the age of six, Cassandra has leveraged her ability to transform pretty words into powerful messaging that acts as the catalyst to business success at each stage of growth.

Earning her B.A. in Creative Writing at Miami University of Ohio, she proceeded in her academic journey, securing an M.A. in English Literature from the University of Louisville. Thanks to her dedicated focus on trauma writing, her thesis, “To Tech, To Write, To Heal: Trauma Narratives in the Classroom,” was honored and presented at the Northeast Modern Language Association conference in 2012.

After graduating with her Masters, Cassandra continued working in the classroom, this time at the front of the room, teaching the craft of writing to students at multiple universities. When she moved outside of the scholastic realm in 2016, Cassandra held a variety of leadership roles over the last thirteen years, which further shaped her approach to wordsmithing.

Cassandra is based in Charlotte, North Carolina, where she shares her home with her beloved dog, Max. *This Won't Be Pretty* is her first book.

