

Cassiopeia Mitova

Princeton, NJ | (609) 250-3412 | cassiemitova@gmail.com | cassiemitova.com | [Linkedin Profile](#)

Professional Summary

Motivated, self-directed professional with academic excellence, global experience, and strong research, marketing, multimedia, and leadership skills. Passionate about solving real-world problems through creativity, analysis, and cross-functional collaboration. Experienced in marketing automation, social media strategy, administrative work, user experience testing, research, and content creation.

Skills

- Marketing Automation: HubSpot, Salesforce, Workfront, Active Campaign
- UX Testing & Quality Assurance: CampaignTrackly weekly releases
- Content Creation: Figma, Canva, WordPress, OBS Studio, Camtasia, Premiere Pro
- Research & Data Management: Polygence, EdX, Google Cloud
- Leadership: Club President, Team Leader, Project Planner
- Communication: Copywriting, Editing, Public Speaking, Video Production, Reports, Customer Service
- Languages: English (Fluent), Spanish (Intermediate-High)

Experience

CampaignTrackly, Princeton, NJ — *Full-Time Summer Internship - Marketing* | June 2023 – August 2023

- Designed key customer-facing web pages in Figma to improve daily user experience.
- Produced 20+ explainer videos and training materials, increasing user retention.
- Managed social media and blog visual assets, boosting engagement across platforms.
- Organized digital assets, supported clients, prepared reports and worked on financial and expense spreadsheets
- Built and automated onboarding email workflows in HubSpot and Salesforce.
- Organized and edited live stream campaigns via OBS Studio and YouTube.

CampaignTrackly, Princeton, NJ — *Part-Time Marketing Assistant* | 2019 – 2024

- Conducted QA testing of weekly software updates for usability, bug tracking, and UX improvements.
- Wrote and edited website, blog, and knowledge base content.

Princeton Pedestrian Bicycle Advisory Committee, Princeton, NJ — *Youth Advisor* | Aug 2023 – May 2024

- Advocated for community infrastructure improvements; supported sidewalk development initiatives.

Princeton High School Community Cycling Service Club, Princeton, NJ — *President* | Aug 2023 – Aug 2024

- Organized community service events and volunteer schedules.
- Oversaw bicycle donation catalog and partnership relations.

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The Green Cause, Remote — *Social Media Manager* | Aug 2022 – Aug 2024

- Led content creation team and weekly scheduling to educate youth about environmental issues.
- Delivered presentations on sustainability at local schools

Spectacle Theatre, Princeton High School — *Lead Role: "The Play that Goes Wrong"* | **Fall 2022**

- Performed as Chris Bean in lead role for a major theatrical production.

Education

University of North Carolina at Chapel Hill | Sep 2024 - May 2025

- Bachelor's Candidate | Freshman - Planning a gap year for 2025 - 2026

Study Abroad: University of Granada, Spain | Sep 2024 - Dec 2024

- Adapted to a new cultural and academic environment; excelled academically while navigating independent living abroad.

ColumbiaX (EdX) | Winter 2023

- "Frontiers of Science: Climate & Us" (Certificate)

Google Cloud (Coursera) | Winter 2023

- "Create Synthetic Speech Using Text-to-Speech" (Certificate)

Polygence Research Pods | Winter 2023

- Participated in "The Business of Care" research project.

Princeton High School Graduate' 2024

- WGPA: 4.36 | 12th Grade GPA: 4.57 | SAT: 1550/1600 | Golden Key & Leadership Awards

Awards & Honors

- Golden Key for Outstanding Contribution to Community, Princeton High School | 2024
- National Finalist (\$100K Award) — Samsung Solve for Tomorrow National High School Competition | 2024
- NJ State Assembly Special Commendation | 2024
- STEM Leadership Award, Princeton High School | 2023
- Carolina Global Launch Scholarship Award | \$1,000

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Certifications

- EdX Certificate: Frontiers of Science: Climate & Us
- Coursera Certificate: Synthetic Speech Creation (Google Cloud)

Projects

- **Published Author – *Teen Ink Magazine*** (Creative Essay, 2024)
Published a creative essay recognized for originality and excellence in Teen Ink Magazine.
- **Researcher: Synthesized Voices & the Uncanny Valley**
Led an independent research project exploring the psychological impact of AI-generated voices, completed online training in synthetic speech technology via Google Cloud.
- **Habitat Creation: Black Soldier Fly and Fish Ecosystems**
Managed the care and research habitats for Black Soldier Flies and fish species in multiple environmental science projects, contributing to sustainable ecosystem modeling studies.
- **Project Team Member: Columbia University's Project Belonging**
Supported inclusive research initiatives aimed at promoting belonging and emotional well-being across diverse communities.
- **Audio Designer: Che'w – AI-Powered Robotic Companion**
Designed the audio for "Che'w," an AI-driven stuffed animal developed to help preserve endangered languages like Mam; finalist project in Samsung's Solve for Tomorrow competition.

Technical Tools

Microsoft Office Excel, Word, Outlook, PPT, Google Suite, Mac, WordPress, Canva, Figma, OBS Studio, Camtasia, DaVinci Resolve, Premiere Pro, Salesforce, Workfront, HubSpot, Buffer, Hootsuite, Active Campaign, ChatGPT, Jira, Slack