



CASSIE BOESCH

*Chief Marketing Officer*

As Chief Marketing Officer for United Way of Greater Charlotte, Cassie Boesch leads the development and execution of the organization's marketing and communication efforts across four counties.

Cassie has a strong background in digital marketing and writing. In her current role, Cassie works closely with the CEO and executive leadership team to identify opportunities for brand awareness, develop strategic marketing initiatives and analyze data to assess the effectiveness of marketing efforts. Cassie oversees the marketing department and maintains relationships with key stakeholders, vendors and media outlets.

Cassie led the launch of United Way's new name and brand refresh, building energy around the organization's mission to advance economic mobility and racial equity, primarily through neighborhood-based, grassroots and responsive solutions.

Highly creative and innovative, Cassie is passionate about branding, story-telling, user experience, generating leads and using data to provide digital solutions.

Cassie earned a bachelor's degree from The University of North Carolina at Charlotte in communications with a focus in international public relations.

Cassie lives in Charlotte with her husband and super awesome dog, Gunnar. She enjoys hiking, tending to her plants and reading novels.