Cassandra Watson is a dedicated financial advisor at Edward Jones, based in West Hartford, Connecticut. She joined Edward Jones in early 2024, bringing a passion for helping clients achieve their long-term financial goals. Prior to her role in financial services, Cassandra built a successful career in media and production, honing project management, communication, and strategic planning skills. She holds registrations and licenses in multiple states, and has passed key industry exams including the Series 7, SIE, and Series 66. Her broad background and credentials allow her to offer holistic guidance across investing, retirement planning, and wealth management.

With nearly three decades of professional experience, Cassandra leverages her background to guide clients through life transitions and evolving financial needs. She is deeply committed to client education, believing that informed decisions lead to better outcomes. Cassandra works closely with families, professionals, and business owners, designing tailored strategies for retirement, legacy planning, and risk management. She prioritizes building relationships rooted in trust, transparency, and responsiveness. Her approach is to listen first, analyze thoughtfully, and act in partnership with clients as their goals shift over time.

Beyond her advisory role, Cassandra is active in the local community and professional networks. She enjoys mentoring and helping within her community, offering insights from her unique blend of media and finance experience. In her free time, she pursues hobbies like reading, travel, and volunteerism that keep her grounded and connected to people. Cassandra also stays current with economic trends, financial regulation, and investment tools so she can bring fresh ideas to her clients. Ultimately, her mission is to empower clients with confidence and clarity as they work toward financial security.