

Experience

Marketing Designer | Caribou

June 2021 - Current, Remote

- Maintains the look and feel of Caribou's brand visual style while consistently keeping the brand up to date with emerging design trends
- Designs static and animated media for all social channels (organic and paid) including LinkedIn, Facebook, Instagram (& stories), and Twitter
- Design direct mail print communications based on proven strategy to attain new customers for Caribou
- Collaborates closely with internal teams and teams within marketing to ensure that strategic goals and objectives are met
- Helps build design concepts that concentrate on the user end of product to help customers best understand key messaging and call to actions
- Create visually engaging and compelling animated graphics and videos for various marketing campaigns including B2C & B2B material to educate and benefit potential customers

Graphic Designer | Allegis Global Solutions

May 2019 - June 2021, Baltimore MD

- Managed production of design pieces from conception to completion using Adobe Photoshop, InDesign, Illustrator & the creative suite
- Assisted in online platform redesigns including intranet websites & custom landing page layouts on the main website
- Collaborated with all marketing teams within AGS to ensure brand consistency that aligns with brand style guide
- Worked with internal teams to develop creative solutions & translates said solutions through a variety of channels
- Created engaging graphics for internal and external social media platforms
- Developed supporting materials for executive leadership messaging including social media, videos, presentations, and emails
- Oversaw video shoots for any AGS branded videos & edits all videos in Premiere Pro with any animated motion graphics in AfterEffects
- Developed all design collateral for internal events including logo development, branding, and developing overall look and feel

Senior Graphic Designer | Brandthorology

February 2016 - May 2019, Burlington VT

- Oversaw all design projects for this multiple award-winning advertising agency; provided direction to ensure brand consistency and surpass client expectations
- Established brand recognition for startups and existing companies, including logo and style guide development
- Developed creative content such as web graphics, company presentations, advertisements and internal branding
- Edited raw video footage; create video compositions and motion graphics using Adobe Premiere and AfterEffects
- Ensured design projects meet deadlines and budgets while in communication with account managers
- Balanced multiple accounts/client projects
- Designed web templates and wire-frames while working closely with the coding team for optimal user experience
- Collaborated with team members under the direction of the Art Director to ensure all deadlines were successfully met
- Created social media ads to match current running campaigns
- Edited photography to meet production specifications and standards

Sr. Marketing Designer

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LOCATION denver, colorado

Proficiencies

- Digital Media & Advertising
- Internal Branding Design
- Logo Design & Branding Development
- Motion Graphics & Video Production
- Typography & Editorial Layout Design

SOFTWARE

- After Effects
- Figma
- Illustrator
- InDesign
- Microsoft Office
- Premiere Pro
- Photoshop

Education

Champlain College

B.F.A. Graphic Design & Digital Media

University of the Arts: London

Certificate - Graphic Media & Design

Cassie
Rajotte