

Experience

Marketing Designer

Caribou Financial, Inc (FinTech / Auto Refinance)

June 2021 - June 2023 | Remote

- Played a key role in the successful rebranding of Caribou from MotoRefi, overseeing the implementation of the new brand guidelines and marketing strategies across all touchpoints for B2B and B2C audiences.
- Designed and executed over 30 static and animated social media posts monthly, generating 32 million+ impressions and reaching an audience of over 4 million across Instagram, Facebook, LinkedIn, and Twitter in 2022. (100%+ growth YoY)
- Developed and implemented direct mail creative strategies while also curating, retouching, and manipulating stock photography for quarterly brand campaigns, ensuring brand consistency and print-prepared files which emerged as the most effective lead conversions within marketing.
- Conceptualized, designed, and implemented unique concepts for animated targeted paid ads, optimizing concepts for both budgeted and limited budget campaigns resulting in increased website views and top of funnel leads.
- Led the design and structure of Caribou's Employee Resource Group (ERG) design system including logos and other digital media, ensuring brand recognition and consistency across multiple ERGs.
- Conducted design analysis using SWOT to identify opportunities to improve design capabilities for Caribou's brand while staying current with emerging trends.
- Collaborated with various internal teams to produce monthly all-hands presentations, graphics for events, and branded design templates that aligned with company need to foster brand consistency.

Graphic Designer

Allegis Global Solutions (B2B / Recruitment)

May 2019 - June 2021 | Baltimore MD

- Crafted visually compelling graphics across multiple platforms, including email marketing, social media, intranet & website, and B2B marketing, ensuring a consistent and seamless branding experience across all deliverables.
- Conceptualized, designed, and executed complete sub-branding for semi-annual internal events across three major regions (NA, EMEA, APAC), encompassing videos, presentations, e-books, fact sheets, social, trade booths, stage design, and more.
- Ensured brand consistency across three marketing teams by creating brand guidelines and design templates for seamless cross-platform collaboration that was specific to AGS's brand's intended style and tone.



Sr. Marketing Designer

PHONE 570.647.8589
EMAIL cassandra.rajotte@gmail.com
PORTFOLIO cassierajotte.com
LINKEDIN [/in/cassierajotte](https://www.linkedin.com/in/cassierajotte)
LOCATION denver, colorado

Education

Champlain College

B.F.A. Graphic Design & Digital Media

University of the Arts: London

Certificate - Graphic Media & Design

Proficiencies

- Art Direction
- Brand Implementation/Strategy
- Data Visualization
- Digital Media & Advertising
- Iconography Creation
- Internal Branding Design
- Presentation & Template Creation
- Print Design & Preparation
- Project Management
- Typography & Editorial Layout Design
- Social Media Marketing
- Video Production & Motion Graphics

SOFTWARE

- After Effects
- Asana
- Creative Cloud
- Figma
- Google Suite
- Illustrator
- InDesign
- Microsoft Office
- Monday.com
- Premiere Pro
- Photoshop
- Slack
- Sharepoint

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- Collaborated with internal teams, including communications, executive leadership, inclusion & diversity, and people and strategy, to deliver high-quality and concise internal messaging.
- Developed monthly supporting messaging materials for executive leadership, encompassing social media, video production, presentations, and emails.
- Managed video shoots and post-production of branded videos for all marketing departments and internal groups, including ERGs (Employee Resource Groups) and executive leadership.

Sr. Graphic Designer

Brandthropology (Marketing Agency)

February 2016 - May 2019 | Burlington VT

- Created cohesive branded marketing materials across various touchpoints, including, web graphics, presentations, newspaper advertorials, sell sheets, and internal branding to achieve client marketing objectives.
- Balanced and facilitated multiple accounts and client projects simultaneously while consistently producing high-quality, on-brand, marketing materials and managed deadlines and budgets by coordinating with account managers and strategically allocating time to meet project milestones.
- Established comprehensive style guides for clients, ensuring brand consistency across all platforms for internal design teams after initial creative deliverables.
- Increased recruitment efforts for CVHHH by creating the Circle of Care campaign, effectively showcasing the benefits of working in a home health setting that tripled their website traffic in two years.
- Designed a 30+ page brochure for the vtTA, resulting in grants to advance marketing efforts that launched a successful nationwide video campaign and made vtTA a thought leader in Vermont.
- Developed over four 40+ page RFPs and presentations monthly, driving new client acquisitions for Brandthropology.
- Created storyboards for off-site video production shoots and edited raw footage into a 30-second local commercial resulting in significant leads to the website.
- Collaborated with web engineers to produce high-quality website mockups, ensuring optimal user experience and seamless UX design.
- Directed photoshoots for clients, overseeing post-editing production to deliver compelling visuals for promotional marketing materials.

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