

CASSANDRA CALBECK

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SUMMARY

Creative and detail-oriented Graphic Designer with extensive experience in branding, digital design, and marketing. Adept at managing comprehensive design projects and collaborating effectively across multiple brands. Expertise spans print and digital mediums, with specialized skills in motion design and photography. Proven ability to elevate brand visibility and engagement through innovative design solutions.

WORK EXPERIENCE

TRESSA PROFESSIONAL: CREATIVE DIRECTOR / SEPTEMBER 2019-CURRENT

- Spearhead design initiatives across three distinct brands, producing logos, websites, photography, labels, print ads, social media assets, and bi-monthly deal sheets.
- Increased customer engagement by developing visually compelling marketing collateral tailored to brand identity.
- Collaborate with cross-functional teams to ensure brand consistency across digital and print platforms.
- Drafted contracts for new distributor engagement.
- Conducted market research and integrated insights into creative brand strategies.
- Led multidisciplinary teams to develop innovative advertising campaigns, improving brand visibility and market share.
- Resolved complex artistic development challenges effectively.
- Maintained relationships with agencies, freelancers, and vendors to deliver quality work aligned with brand standards.

FREELANCE: MAY 2019-CURRENT

- Create tailored designs for businesses, including logos, websites, business cards, advertisements, and vehicle wraps.
- Enhance client brand visibility and consistency through strategic design solutions.

SIDE EFFECTS INC: GRAPHIC DESIGNER / JULY 2017-MAY 2019

- Produced digital, print, motion, and LED advertisements for high school sponsors, driving local brand engagement.
- Designed instructional videos and conducted product photography to support company marketing efforts.

ZOXXBOX: INTERN GRAPHIC DESIGNER / MAY 2017

- Assisted with diverse design projects, gaining hands-on experience in production processes.

EXPRESS EMPLOYMENT PROS: TEMP. / AUGUST-DECEMBER 2016

- Supported Think Patented's Bindery and Kitting department with design tasks, honing production and design skills.

EDUCATION

SCHOOL OF ADVERTISING ART: ASSOCIATE DEGREE

- Focus: Graphic Design, Motion Design, Photography, Marketing, Web Design (HTML & CSS), Illustration, History of Art & Advertising

MIAMI VALLEY CAREER TECHNOLOGY CENTER: DIPLOMA

- Specialization: Adobe InDesign, Adobe Illustrator, Digital Imagery, Photography

BROOKVILLE HIGH SCHOOL: DIPLOMA

SKILLS

Technical: Adobe Creative Suite, Fiery Command Workstation, Motion Design, Web Design (HTML, CSS), Shopify

CREATIVE: Branding, Logo Design, Photography (Outdoor & Studio), Illustration

MARKETING: Marketing Fundamentals, Social Media Content Creation, Professional Communication

COLLABORATION TOOLS: Microsoft Teams, Microsoft 360

ADDITIONAL TRAINING

- Motion Design Techniques
- Advanced Outdoor and Studio Photography
- Marketing Strategies for Digital Platforms
- Traditional Art Illustration

AWARDS & RECOGNITION

- Poetry Award for Outstanding Artistic Expression
- Consistently recognized for exceptional design contributions in freelance and corporate roles

PORTFOLIO

Visit cbc calbeck.com for a showcase of my work, including branding projects, digital designs, and photography.