

CASI HALL

Graphic Design & Marketing Specialist

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EMPIRE EDUCATION

Senior Graphic Designer 8.2014 – Present

- In-house design for two sister schools, Mildred Elley career college and beauty school, Austin's School of Spa Technology.
- Increased brand presence and market recognition by re-branding outdated, inconsistent looks of both schools.
- Developed successful marketing campaigns through self initiated consumer research.
- Worked with marketing team to study platform performances and fully execute campaigns.
- Implemented designs through email, social media, landing pages, newspaper, television, direct mail, mall, transit ads and more.
- Surpassed lead goals in an increasingly difficult market.
- Participated in development, art direction and photography of commercials for both schools.
- Implemented self driven projects such as street signage to create awareness and excitement in the community.

DO DESIGN CREATIVE

Freelance Graphic Design 1.2012 – Present

- Worked with multiple small business owners and project managers to design custom print design and brand identities.
- Created a process ensuring customer satisfaction with a focus on in-depth research and concept development.
- Lead presentations informing clients of best design outcome options.

GREATER SYRACUSE YMCA

Freelance Graphic Design 4.2016 –7.2016

- Worked within established brand guidelines and materials to create custom print marketing materials with quick turn-around.

BRANDMUSCLE

Graphic Designer 1.2012 – 12.2013

- Designed localized print advertising and marketing materials for distribution across New York State.
- Maintained brand integrity for major liquor and wine distributors.
- Worked independently with a small team of designers and sales representatives in a deadline oriented environment.
- Prioritized multiple design projects and data entry daily.

EDUCATION

State University of New York at Oswego
Bachelor in Fine Arts, Graphic Design
Graduated 5.2012, Magna Cum Laude

TECHNICAL SKILLS

Adobe CC:

Illustrator, Photoshop and InDesign.

Microsoft Office:

Word, PowerPoint, Publisher and Excel.

HTML & CSS

Some web design experience.

Marketing Platforms:

Hubspot, Who's Calling, MailChimp, Wordpress.

ADDITIONAL SKILLS

- Photography
- Copy-writing
- Art-direction
- Social Media Management

HONORS & AFFILIATIONS

- Active UPSTNY AIGA Secretary
- Participated in local ADDY awards
- AIGA Event Coordinator 2012-13
- SUNY Oswego Design Club
President 2011 and Secretary 2010
- Jessie E. and Jay Rudolph Award
for graphic design excellence 2010