



CASSANDRA MEZUPS

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cassandramezups@gmail.com

EXPERIENCE

KU CHILDREN'S SERVICES | MARKETING AND DESIGN | 2008 - 2017

KU Children's Services is a not for profit organisation operating over 140 early childhood centres for over 15,000 families throughout Australia.

KEY ACHIEVEMENTS:

Coordinated and branded over 20 community child care events annually and enhanced KU's brand presence and messaging as an exhibitor at over 5 major education conferences/expo's yearly throughout Australia.

Sourced, designed and maintained stock of over 30 branded merchandise items for fundraising and promotional purposes.

Designed and formatted resources, marketing materials, signage, and web content for over 140 child care centres and various head office departments.

Created a series of collectible merchandise, a portable photo exhibition and helped coordinate 120 community events to commemorate KU's 120 year anniversary.

Over 8 years, I lead our team to improve the industry recognition of the KU Annual Conference by designing effective way-finding signage and maps to improve traffic flow, presenting relevant imagery and information, and by applying a consistent and professional visual brand identity throughout the conference resources and displays.

MNR CONSTRUCTIONS | MARKETING AND DESIGN | 2013 - 2017

MNR Constructions are a creative construction company who specialise in set building and fit-outs for TV, Theatre, events and pop-up productions.

KEY ACHIEVEMENTS:

Increased daily web traffic by 400% over 3 years and built the companies online brand presence by creating a new website, tracking analytic results, and establishing a strong social media presence.

Created a complete media library by photographing and filming work in progress, and finished productions, to create online content and promote services to new and existing clients.

Designed and produced all promotional materials, resources, signage and advertising materials to source and attract new clients while achieving consistent company branding.

TUSKER & CO | FREELANCE DESIGNER | 2012 - 2017

Tusker & Co is my freelance design business specialising in graphic design and creative concepts. As a Freelance Designer, I work with the client to create:

- Logos
- Branding elements
- Promotional materials and resources including brochures, posters, flyers, programs, and catalogues
- Social media content
- Photography
- Video, stop motion and timelapse compilations

View my website at www.tuskerandco.com

CM

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ALL ABOUT ME

I have worked in marketing and design for the past 8+ years with previous experience in customer service and hospitality. I am driven by a passion for creative solutions and have a strong desire to learn more and make positive changes in the world.

SKILLS

GRAPHIC DESIGN

Adobe Creative Suite

PHOTOGRAPHY/VIDEO

Canon 5D Mark III, Lightroom, Final Cut pro, Premiere Pro

WEB

Google Analytics, CMS, Wordpress, Squarespace

SOCIAL MEDIA

Facebook, instagram, LinkedIn, Pinterest, YouTube

EDUCATION

LEVEL 1 WEB DESIGN

Enmore Design Centre - 2013

DIPLOMA IN FREELANCE PHOTOGRAPHY

ACJ - 2000

CERTIFICATE IV VISUAL MERCHANDISING

Sydney TAFE - 1998

CERTIFICATE II DESIGN FUNDAMENTALS

Sydney TAFE - 1997

REFERENCES

TERRY ROY

Owner/Director

MNR Constructions

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HAYLEY LEGG

Marketing

ABC iVIEW

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