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SKILLS

Social Media, Data Analytics, Graphic Design, Branding, Photography, Videography, Blogs, Email Marketing, Strategy, Research, Management, Organisation, Communication, Public Speaking, Problem Solving, Copywriting

Adobe CC: Photoshop, Illustrator, InDesign, Premiere, Microsoft Office: PowerPoint, Word, Excel, Other: Hootsuite, Sprout, Canva

EDUCATION

University of Glasgow, Adam Smith Business School, Glasgow, Scotland, UK
Master of Science in International Strategic Marketing

Temple University, Klein College, Philadelphia, Pennsylvania, USA
Bachelors of Art in Advertising with a Concentration in **Art Direction**, Minor in **Tourism & Hospitality** and **Film** Certificate

Study Abroad Programmes

Temple University Japan, May - August 2018, Tokyo, Japan
Foundation for International Education, January - May 2018, London, UK

Lenape Technical School, Ford City, Pennsylvania, USA
Programme: Advertising/Digital Technology

WORK EXPERIENCE

Digital Marketing Officer **October 2023 - May 2024**
University of Edinburgh Business School **Edinburgh, UK**

- Created and implemented a strategic digital communication plan that successfully increased the combined follower count across all platforms by 3,500+ in six months, while boosting engagement rates by 10% through targeted content strategies.
- Directed a team of six student ambassadors to produce engaging content, resulting in a 40% increase in video posts across platforms and contributing to the 10% rise in engagement.
- Utilised Sprout's analytics tools to track and evaluate digital performance metrics, identifying key areas for improvement and guiding adjustments that led to the increased followers and engagement across all platforms.
- Created and executed targeted email campaigns to over 10,000 recipients, achieving an average open rate of 22%.
- Produced and curated multimedia content, including graphics made in Canva and videos made in Premiere Pro and Capcut.

Creative Lead & Marketing Consultant **November 2019 - June 2022**
CITRS **Bryn Mawr, PA**

- Orchestrated a cost-effective Giving Tuesday campaign across three social media platforms, generating over \$3,000 in donations with a \$0 budget, including creating a short animation as the key piece for the campaign.
- Developed the GROW initiative brand identity and designed all associated print and digital materials using Adobe Creative Cloud, leading to a professional visual presence that garnered positive feedback from internal and external stakeholders.
- Achieved an average engagement increase across three social media platforms by refining content strategy, creating higher quality content, posting more consistently using Hootsuite, resulting in a more active and responsive audience.
- Established and managed the brand's LinkedIn profile, transforming it into the top-performing social media account in less than a year.

Graphic Designer

Valley Forge Tourism & Convention Board

January 2019 - November 2019

Montgomery County, PA

- Developed the Montco Makers Guide in Adobe InDesign, that was published as the first initial prize in the Montco Makers App, the addition of the prizes increased app usage by 15%.
- Designed a series of billboards that went up on Philadelphia highways using Adobe Illustrator and InDesign.
- Designed ads for visiting attractions and Valley Forge brands that met printing requirements and were published in newspapers and magazines such as PhillyStyle.
- Designed new promotional materials for the 5th annual Montco's Best Pizza competition, which had a record number of both competitor entries and community voters.

Marketing Intern

British Chamber of Commerce in Japan

May - July 2018

Tokyo, Japan

- Produced and distributed weekly newsletters and managed the Instagram account.
- Attended all organisational events, capturing high-quality professional photography that was used for promotional materials and event recaps, enhancing brand visibility and member engagement.
- Designed signage, invitations, and PowerPoint presentations for events and meetings, contributing to a polished and cohesive visual identity.

Design Intern

Mercato Metropolitano

February - April 2018

London, UK

- Led a week-long social media takeover, introducing Instagram Stories and growing the follower base by 100+ through innovative content strategies, increasing audience engagement and establishing the company's presence in this format.
- Designed a variety of marketing materials including posters, signage, and buttons using Adobe Photoshop and Illustrator.
- Produced promotional videos and captured high-quality photos during workshops and events, contributing to effective storytelling and impactful visual narratives that supported marketing initiatives.

VOLUNTEER EXPERIENCE

University of Glasgow Pole Dance Club

Public Relations Convenor

Glasgow, UK

October 2022 - May 2023

- Created eye-catching posters and promotional assets using the Adobe Creative Cloud for both the Annual and in-house shows, enhancing visibility and audience turnout.
- Produced engaging photo, graphic, and video content for the club's Instagram and Facebook group, contributing to keeping the members and public informed about the club and its offerings.
- Managed social media inquiries promptly and professionally, fostering positive interactions and maintaining strong communication with club members and interested parties.

Secretary

May 2023 - October 2023

- Coordinated club merchandise, including designing clothing items in Adobe Illustrator, ordering, and delivery processes, resulting in record merch sales, requiring a second order a members requests and timely distribution to members.
- Maintained detailed and accurate meeting minutes, publishing redacted versions to the members-only Facebook group for transparency and informed decision-making.
- Managed all external communications on behalf of the club, strengthening relationships with partners and stakeholders.
- Coordinated club's participation in Fresher's Fair demonstration show and the QMU's Society Collaborate, overseeing event logistics and coordination, showcasing event management and promotion skills.

AWARDS

Low Klein Excellence in the Media 2018, Second place at the district level in the 2019 National Student Advertising Competition, Freeman Asia Internship Scholarship 2018, Dean's List Fall 2017, Dean's List Spring 2017