

Cassidy Keller

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Portfolio & Profile

- www.cassidykeller.com
- <https://www.linkedin.com/in/cassidy-k/>

Skills

Adobe InDesign, Adobe Photoshop, Adobe AfterEffects, Adobe Illustrator, Adobe Premiere Pro, Adobe Creative Suite proficiency, Interpersonal Communication, Multitasking abilities

Work Experience

Junior Motion Graphics Designer

10/2021 to Present

World Wrestling Entertainment | Stamford, CT

- Assists in creating daily content in a fast-paced environment for televised productions including Monday Night RAW, Friday Night SmackDown, and NXT.
- Utilizes the Adobe Creative Suite to create still and motion graphics for various events such as WrestleMania along with company branding graphics.
- Works collaboratively with others, such as producers and directors, to ensure graphics are created to company standard with all desired aspects in a timely manner.

VP Public Relations and Marketing

12/2019 to 12/2020

Alpha Chi Omega | Storrs, CT

- Ensured that forms are submitted on time and meeting agendas are prepared.
- Worked closely with the VP recruitment and her committee to ensure that the chapter's online presence is a great recruiting tool year-round.
- Encouraged positive, ongoing communication within the chapter and between the chapter and external groups (other sororities, fraternities, campus organizations, faculty, staff, community, alumnae, parents, etc.).

Marketing Assistant

05/2020 to 08/2020

The Karman Group | Branford, CT

- Contributed to mock-ups, email campaigns, and social media content.
- Maintained client's websites with WordPress in order to keep content and products up to date.
- Tracked and analyzed web analytics to recommend proactive adjustments to strategies.
- Modernized web pages and updated social media presence as part of comprehensive strategies to enhance customer engagement.

Summer Intern

05/2019 to 08/2019

Southbury Printing Centre | Southbury, CT

- Worked one on one with customers at the front desk for walk-in tasks such as photocopying, blueprints, and questions.
- Curated various graphic design projects while communicating with customers regarding their needs.
- Followed projects from start to finish throughout the production process.

Accomplishments

- Created the 2D animation *A Life of Dreaming* that went on to be screened at the Trenton Art All Night and Ingenuity Fest.
- New England Scholar: Earned at least a 3.700 semester GPA for each semester in the calendar year.
- Babbidge Scholar: Earned a 4.000 semester GPA for each semester in the calendar year.
- School of Fine Arts Dean's List.
- Graduated Magna Cum Laude from the University of Connecticut, School of Fine Arts.

Education

Bachelor's of Fine Arts | Digital Media and Design | 3.908 GPA
University of Connecticut, Storrs CT

05/2021