

Cassidy Glaner

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WORK EXPERIENCE

Fedway Associates <i>Digital Marketing Specialist</i>	• Manage digital marketing needs, from the distributor level, for key off-premise accounts (liquor stores) throughout New Jersey by providing B2C solutions to help grow accounts' online presence • Create B2B email marketing to increase e-commerce revenue and utilization of digital marketing assets, mirroring supplier-distributor goals • Collect, create, and manage digital assets (static, video, banners) to highlight focus campaigns to connect and strengthen supplier/store/consumer relationships	Basking Ridge, NJ 2022 — Present
Buy Rite Liquors, Corporate <i>Digital Marketing Manager</i>	• Design and manage multi-channel marketing campaigns across emails, social media, websites, Google Ads and Analytics, and merchandising materials for fifteen stores • Collaborate with agile e-commerce SaaS/CMS team, store managers, and distributors to organize and promote products online; and serve as a point of contact for addressing online technical issues • Research marketing trends and competitors; maintain relationships with industry online communities	Hamilton, NJ 2018 — 2022
Quadrille Wallpapers & Fabrics <i>Executive Design Assistant</i>	• Internship assisting President and Art Director, John Knott, with design process, maintenance, and management of each pattern's development cycle • Co-organize design department and assist with sampling, overflow, and design tools	Passaic, NJ 2019
Diamond's Restaurant <i>Graphic Designer</i>	• Design all graphics and campaigns for weekly emails, in-house TVs, social media pages and websites, restaurant and banquet hall menus, and merchandising materials • Book restaurant's performers and organize online event calendars • Partner with e-commerce team for website design and usability	Hamilton, NJ 2018 — 2019
Eve Niedergang, Client <i>Graphic Designer</i>	• Strategized Eve's brand for her campaign to successfully gain a seat in Princeton's town council • Design components include her logo, brochures, postcards, button design, yard sign, and post-it graphic	Princeton, NJ 2018
Innovations Lighting <i>Graphic Artist</i>	• Created lighting fixture assets in Photoshop for catalog database • Illustrated technical drawings and interior settings to showcase different lighting ideas	Buchanan, NY 2017 — 2018
Starbucks <i>Barista</i>	• Oversaw customer service and sought creative solutions for customers' satisfaction • Maintained professional composure in times of uncertainty	Pennington, NJ 2016 — 2019
Childcare <i>Nanny</i>	• Held several childcare positions for families with children ages four to thirteen years • Responsible for primary care and transportation of children	Mahwah, NJ 2015 — 2016
Indian Trail Country Club <i>Banquet Server</i>	• Applied high speed time management skills and customer service • Balanced listening, communication, and cooperation within multi-functional teams	Franklin Lakes, NJ 2016
Peters Flowers & Gifts <i>Florist</i>	• Determined customers' creative needs and completed the orders within budget • Monitored inventory, cleaned and arranged products, delivered flowers to homes and events	Ramsey, NJ 2008 — 2016

ACTIVITIES & EXHIBITIONS

2019	Exhibited selection of prints at Straub Center Gallery, Pennington, NJ
2016-17	Exhibited selection of prints at the Mahwah Public Library, Mahwah, NJ
2014	Co-curated B.F.A. Senior Printmaking Exhibition, "Impressions," Joseloff Gallery, University of Hartford, West Hartford, CT
2013-14	Attended Southern Graphics Council Conference (Printmaking)
2013	Displayed artwork in juried group exhibition, "Artistic Wanderings," Norwich Arts Center, Norwich, CT
2013	Displayed artwork in Jeff Poole's "Welcome to Bohemia" Juried Dada Art Show, Open Studio Weekend, Pratt St., Hartford, CT
2011	Participated in University of Hartford Leadership Conference: attended workshops on leadership building skills and networking
2010-15	Attended University of Hartford's Philosophy Club
2010-11	Member of the University of Hartford's Best Buddies program: partnered one-on-one with a Farmington Valley Transition Academy student for eight months to foster relationship building and positive lifestyle choices

EDUCATION

Hartford Art School, 2015, West Hartford, CT
B.F.A. in Printmaking, Subject-Area Major in Philosophy, Dean's List

AWARDS & SCHOLARSHIPS

2011 Martin Luther King Essay Contest winner
2010-2014 H.A.S. Artistic Merit Scholarship
2014-2015 H.A.S. Dean's Scholarship
2011-2014 Anna Ball Pierce Scholarship
2012-2014 Edmund & Helmi Valtman Scholarship
2011-2012 Elizabeth Capen Scholarship
2011 Joseph Doyle Award

TECHNICAL SKILLS

Adobe Creative Suite (InDesign, Illustrator, Photoshop)
Digital Marketing Management
Microsoft Office Suite, Windows OS, Mac OS
Graphic & Logo Design, Typography
Interface Design & Wireframing
Product Development, Competitive Analysis
Basics of HTML and CSS
Photo Retouching and Editing
Oil & Acrylic Painting, Digital Drawing and Painting
Printmaking Techniques: Intaglio, Lithography, Relief, Monotype
Printing presses/machines: Letterpress, Vandercook, Offset, Etching,
Lithographic, Epson large format printers