

# Cassie Barth

## Profile

I add value to small creative agencies/ companies because I have a much wider range of skills than is common for someone at my level. I can manage the department, deliver high-quality and creative work that maximizes design potential due to an extensive knowledge of different printing processes and web standards, provide project management, organize and supervise an effective social media marketing campaign, and even do basic web development.

- 4+ years of design/ marketing experience in both freelance and small company environments.
- Quick learner, organized, very personable, and detail and big picture oriented.
- See examples of graphic design work at [www.cassiebarth.com](http://www.cassiebarth.com).

## Education



California Polytechnic State University, San Luis Obispo

9/2006–12/2008

B.S. in Graphic Communication

- Concentration in Design Reproduction Technology.
- Overall GPA: 3.47
- Courses focused on the understanding of traditional printing processes and electronic/ digital processes, typography, branding, color theory, design for packaging and the publication of books, magazines, newspapers and web sites.



De Anza Community College, Cupertino

9/2004–6/2006

A.A. in Liberal Arts

- Overall GPA: 3.59, graduated with high honors.
- Took classes involving basic design skills and photography.

## Experience



Casa de Amparo

7/2010–present

Development Associate

Manage in-kind donations and donor database. Ensure that brochures, publicity, and website materials are current. Responsible for layout/ design for department needs such as flyers, brochures, and special event material. Coordinate production, printing, and mailing of a variety of projects including newsletter and wish lists. Attend committee meetings for special events, maintain auction item database, and run and update computer information during the event.

- Reduced mailing costs for Annual Fund campaigns by 14.19% compared to FY 09-10, while increasing monetary donations from the Annual Fund mailings by 38.71%.
- Increased monetary donations from e-mail blasts by approximately 400.12%, compared to FY 09-10.



Designed by CB

8/2008–present

Freelance Graphic Designer

Complete freelance projects from concept through execution for clients, while providing sustainable solutions for each print and web project as appropriate. For example, the 2009 Gentle Giants calendar and Cal Poly Fall Commencement cover were both printed on recycled paper. While the Graphic Communications Week poster was designed for multiple applications, including the poster, program cover, and folder design.

## experience continued

 Next Step e-Solutions

5/2009–9/2010

### Marketing Administrator and Webmaster

Initially hired as an Administrative Assistant at this small marketing agency—I was quickly given more responsibility because of my work ethics and design skills. Responsibilities included communicating with clients/prospects, maintaining files, billing, basic accounting, generating reports and proposals, new business development, project management, graphic design and basic web development.

- Successfully managed a quarterly average of over \$70,000 in accounts receivable.
- Assisted branding a new company, Volunteers In Motion, created design mocks for their website, and refined appropriate user interface criteria throughout web development.
- Created and maintained a social media marketing campaign to increase awareness and exposure of the company and our interaction with clients and prospects.

 Alonzo Printing Company

7/2008–9/2008

### Graphic Design Intern

Designed company sales and marketing material, including advertisements, informational flyers, monthly newsletter, and company cards. Gained a plethora of knowledge through working in the various departments within the company, including sales/customer service, estimating project costs, prepress, web/offset/digital printing, bindery/finishing, and mailing services.

- Took the initiative to re-design the company web site to display the sustainable practices and new technology available that was not portrayed by the old web site.

## Skills

**Experience:** Sales collateral, packaging, advertisements, posters, logos, presentations, newsletters, e-blasts, social media management, web graphics, basic web development, client/production management.

**Software:** Adobe Creative Suite 4—Photoshop, Illustrator, InDesign, Dreamweaver, and Acrobat; Microsoft Office—Word, Excel, Powerpoint, and Outlook; Basic XHTML/CSS; Keynote; Intuit Quickbooks

## Awards & Achievements

- Compiled research on sustainable graphic design practices and solutions, which were used in my senior project paper “Sustainable Graphic Design for the Print Industry”.
- Winner of the “Graphic Prepress” category in the Phoenix Challenge College Flexography Competition in April 2008.
- “The Impact of Sustainability on the Gravure Printing Process” research paper was published in the Cal Poly TAGA Journal February of 2008.
- Received “Top Honor” recognition in the International Corrugated Packaging Foundation (ICPF) National Logo Competition in January 2008.
- Received the “Judges Choice” award in the IGAEA 2008 Graphic Communications Week Poster Contest in July 2007.