



casshoverson@gmail.com

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www.casshoverson.com

EDUCATION

2016- Graphic Design: Print Media

2018 *Minneapolis College*

SKILLS

Teamwork Applications

Zoom | Cisco | Slack | Teams | Notion

Project management platforms

Asana | BaseCamp | Slack | Workfront

Marketing

SEO | QR code tracking | UTM | CRM
GMB | Email campaigns | A/B Testing

Web

Wordpress | Wix | SquareSpace | E-commerce
Landing page | Asset optimization | Wireframes

Adobe Creative Cloud

Photoshop | Illustrator | InDesign | Lightroom
After Effects | Premier | XD | Acrobat

Microsoft Office

Word | Excel | PowerPoint | Outlook

Print Production

Digital | Flexography | Offset lithography
Large format | Screen printing | LED UV

Social Media

Instagram | Facebook | LinkedIn | Tik Tok
Youtube | Twitter

Personal

Positive | Communicative | Punctual | Innovative
Attention to detail | Resourceful | Accountable

EXPERIENCE

Media Manager

Low Key Media (Remote)

Feb '23 – Present

- Take key objectives and initiatives to create impactful, actionable plans that drive results
- Own and communicate the details of all new launches and promotions
- Knowledge in every department to have insight on the bigger picture and how to fully drive sales and engagement
- Analyze data weekly that helps assist and execute marketing strategies moving forward

Graphic Designer (Agency)

Flint Group (Remote)

Aug '22 – March '23

- Develop visual concepts and design advertisements that effectively communicate with target audiences
- Create print marketing materials such as trifolds, handbooks, flyers, posters, postcards, billboards, self-mailers, window clings, and RFPs to promote products or campaigns
- Design corresponding digital assets to support promotion of products and campaigns throughout digital channels such as website, social, email, and paid advertising
- Depict brand campaign through large-scale window clings for 6 Blue Cross Blue Shield retail locations

Senior Graphic Designer (In-House)

Bumkins (On-Site)

Jan '22 – May '22

- Direct and assist fellow designers on campaign concepts, technical skills on all Adobe products, color correction, typography, and final layout
- Use disparate elements created by other professionals in the office and at agencies, such as icons and photographs, to create cohesive print materials, such as digital graphics, websites and landing pages, printed and digital publications, as well as presentations and event graphics
- Leverage publication design and print production expertise for annual Bumkins and license catalogs, including approval of all trademark agreements with our partners

Graphic Designer (In-House)

Creatis, on assignment at Optum (UnitedHealth Group) (Hybrid)

Sep '18 – Dec '20

- Hired on as Content Management System (CMS) expert to help manage all assets on internal server by sizing, exporting, and uploading to improve company website user experience
- Create social media images for LinkedIn, Twitter, and Facebook
- Leverage PowerPoint skills to finalize high-profile pitches to clients and stakeholders
- Rely on my knowledge and proficiency with current graphic design programs to produce graphic art and visual materials for promotions, advertisements, websites, films, packaging, and other mediums
- Distill complex health care information — while using corporate brand guidelines — to create printed collateral that positively influences sale of Optum products and services

REFERENCES

Available upon request

RECOMMENDATIONS

