

CASEY L. GRAY

DIGITAL MARKETING SPECIALIST / GRAPHIC DESIGNER



CONTACT



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Mobile: (951) 533 - 7694



www.clgdesignspace.com

SKILLS

Compuer Programs



Photoshop



Illustrator



InDesign



Lightroom



Premier



Word



Final Cut



Excel

Platforms

Wix
Shopify
Magento
Mailchimp
Klaviyo
Activecampaign
Google Analytics

Professional Skills

Print Knowledge
Organization/Sorting
Photography/Edits
Time Managment
Great Communication
Observational
Typography

PROFILE

As a Digital Marketing Specialist, I help businesses build effective marketing campaigns by translating business goals into strategies that speak to the customer at their current level of engagement. I have a strong sense of design and use many industry standard programs to create appealing content that builds brand awareness and supports e-commerce.

WORK EXPERIENCE

Digital Marketing Specialist

Lever Your Business (WeWOOD / Hey Dude Shoes) – May 2017

- Working with CEO, VP of Sales, and local / international partners to grow a multimillion-dollar distribution company by developing marketing and sales material for 2 brands.
- Supporting North American Sales Team with B2B print collateral, Catalogs, Tech sheets, sales sheets, leave behinds and sales kits.
- Creating content and scheduling emails and social media campaigns for both brands.
- Designing web banners and display ads.
- Maintaining the B2C experience by product details, images, and monitoring sale figures for both brands on Shopify and Magento.

Volunteer Graphic Designer

Black Chamber of Commerce - April 2016 to present

- Giving back to the community by supporting an NPO that helps small businesses grow by building connections and promoting best practices.
- Created brochures, flyers, and event programs to support member businesses and BCC activities.

Freelance Designer

CLG Design Space - month 2016 to present

- Formulating graphic design solutions for individuals and small businesses that meet objectives and drive interest in products, services, and events.
- Creating assets including photography, document design, website layout, print materials, illustrations, and video production for a variety of purposes.

AWARDS

BRONZE ADDY - MARKETING: PACKAGING

AAF American Advertising Awards: Inland Empire Student Competition - 2017

EDUCATION

BACHELOR OF ARTS, GRAPHIC DESIGN

California State University San Bernardino - Class of 2016

ASSOCIATE OF ARTS, FINE ARTS

Riverside Community College - Class of 2013