



CASEY L. GRAY

DIGITAL MARKETING CONTENT CREATOR / GRAPHIC DESIGNER

PROFILE

As a Digital Marketing Content Creator / Graphic Designer, 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.

CONTACT



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Mobile: (951) 533 - 7694



www.clgdesignspace.com

SKILLS

Computer Programs



Photoshop



Illustrator



InDesign



Lightroom



Premier



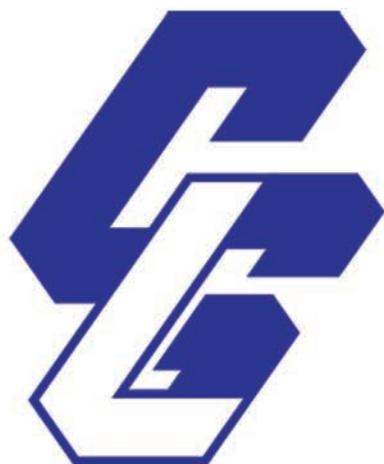
AfterEffects

Platforms

Wix
Shopify
Klaviyo
Canva
Microsoft
Google

Professional Skills

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



WORK EXPERIENCE

Digital Marketing Content Creator

Bishop Tattoo Supply (Bishop / Inkeeze / Eternal / PRIME / Critical Power Supply) - Current

- Product concept and development for brand collaborations.
- Product photography.
- Event / Content Photographer.
- Creating content and scheduling emails and social media campaigns for multiple brands.
- Designing web banners and social ads.

Digital Graphic Designer

Bearpaw (Bearpaw Shoes / PAWZ / Flip Flop Shops / Strive Footwear) - January 2026

- Digital Catalogs / Lookbooks.
- Creating Sales Kits and Print materials for multiple brands.
- Creating Presentations.
- Photo Edits.
- Creating content for social media campaigns for multiple brands.
- Designing web banners and social ads.

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 multi million-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

- 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.

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