

# Cassandra Santa Maria

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CREATIVE DIRECTOR // GRAPHIC DESIGNER

www.CassandraSantaMaria.com

## CONTACT

cassandrasm@gmail.com

## EDUCATION

Bryant & Stratton College

AOS | Graphic Design

Dean's List Award Recipient

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Inducted into the National  
Technical Honors Society

## EXPERTISE

### SOFTWARE

Adobe Creative Suite

Figma

Microsoft Office

Mac OS

Windows OS

### SKILLS

Print

Photography

Digital Signage

Social Media

Customer Service

## About Me

*Skilled in Graphic Design, Product Photography, Advertising, and Digital Signage. Proficient in Adobe Photoshop, Lightroom, Illustrator, and After Effects.*

*I started off at a print shop in the downtown area of Buffalo, NY where I learned the basics of printing while also working on various design projects for our eclectic customer base. After gaining some industry experience I made the move to a content creation and marketing company which then bloomed into a digital signage provider while still keeping its roots in content creation.*

*With over a decade of on-the-job knowledge, I'm able to help our clients navigate the marketing world and bring their ideas to life through design.*

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## Work Experience

### **impulseGUIDE.com LLC // Creative Director**

*Marketing, Design, & Digital Signage Agency*

**July 2015 - Present**

- Work directly with clients regarding all design requests & marketing needs
- Organize photo shoots for our clients' products & edit photos for final output
- Train new designers & instruct design team on their daily workload
- Create & manage company website & social media accounts
- Continue to execute Lead Graphic Designer responsibilities

### **impulseGUIDE.com LLC // Lead Graphic Designer**

*Marketing, Design, & Digital Signage Agency*

**August 2012 - July 2015**

*Started as a Graphic Designer & became Lead Graphic Designer about 6 months later.*

- Took direction from Art Director
- Designed an array of different works which include but are not limited to:
  - Business Cards
  - Brochures
  - Postcards
  - Print & Digital Ads
  - Print Menus
  - Table Tents
  - Invitations
  - Signs
  - Digital Menus
  - Sell Sheets
  - Banners
  - Trade Show Booths
- Assisted on photo shoots
- Accompanied Art Director to client meetings

### **Delaware Copy & Repro Center // Graphic Designer**

*Print & Copy Shop / Blueprint Reproduction Center*

**July 2010 - August 2012**

- Worked closely with customers on a daily basis
- Designed many different pieces which included: business cards, posters, flyers, invitations, banners, menus, & window display signs.
- Restored, enlarged, re-colored, and/or manipulated numerous photos, documents, & artwork

### **Freelance Graphic Designer**

**January 2010 - Present**

Commissioned works include:

- Logo Creation
- Truck Wrap Designs
- Website Designs
- Business Cards
- Die-Cut Magnets
- Invitations
- Print & Digital Menus
- Digital Billboards
- Wedding & Baby Shower Signs
- Book Cover Design
- Promotional Video
- Newborn & Family Photo Shoots