



CASSANDRA HAMMOND

Artist/Graphic Designer/People Person

CONTACT

✉ coburgett@gmail.com

☎ (910)-537-0160

🌐 eggyportfolio.com

🏠 1139 Live Oak Rd.
Coats, NC 27521

EDUCATION

BACHELOR OF FINE ARTS: GRAPHIC DESIGN & STUDIO ART

2020

Campbell University
Buies Creek, NC

CODE ACADEMY

2021

Basic HTML

GOOGLE UX/UI CERTIFICATE

2022

Coursera, online learning

SKILLS

Adaptability

Natural Empathizer

Interpersonal Communication

Research/Project Development

Video Production/Editing

Department Collaboration

Task & Deadline Management

Team Management

TECHNICAL PROFICIENCIES

Mac IOS Software

Microsoft Windows

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe After Effects

Adobe Premiere

Basic HTML/CSS

Auto CAD

Microsoft Word, Powerpoint

FREELANCE EXPERIENCE

Hilltop Media Group - Ad Design
(Ongoing; Oklahoma City, OK)

Raven Rock State Park - Event Campaign
(2020; Lillington, NC)

NCAA Women's Soccer League - Video
(Spring 2018; Cary, NC)

The Daily Record, Newspaper - Photo
(2012-2017; Dunn, NC)

Rural Extension, Peace Corps - Branding
(Guatemala City, Guatemala)

Buies Creek Astros, MiLB - Video/Photo
(Summer 2018; Buies Creek, NC)

EMPLOYMENT EXPERIENCE

PRINT MANAGER

@ UNITED PARCEL SERVICE

Looking Up Holdings, LLC, Lawton, OK | Oct. 2022 - June 2023

- Overseeing all operations within the print department, including the pricing of printed products, and graphic design services.
- Collaborated with clients to understand their project needs, proposing solutions, and scheduling to ensure their requirements were met on time and within budget.
- Implemented quality control procedures by troubleshooting machinery and equipment issues, while arranging repairs, and ensuring regular maintenance.
- Developing and maintaining relationships with suppliers and vendors while tracking printing inventory such as various types of paper, binding supplies, etc.

GRAPHIC DESIGNER

@ LAWTON MARKETING GROUP

Grayhorse Enterprises, LLC, Lawton, OK | Sep 2020 - Aug 2021

- Handled logo design, digital and print campaigns, large-scale event graphics, photo shoots, video editing/conceptualization, and overall visual branding efforts.
- Strategize and produce content for major annual ad campaigns, ex. United Way SWO.
- Increased productivity time and expanded the capabilities and services of the agency by providing skills in motion graphics and audio/visual video editing.

VIDEO PRODUCTION ASSISTANT

@ CU DIGITAL MEDIA

Campbell University, Buies Creek, NC | Aug 2016 - May 2020

- Direct/operate cameras and 3Play instant replay system for live stream ESPN Plus sports games and utilizing Display Studio and Dakstats.
- Produce information graphics, schedule cards, and seasonal posters for CU Athletics.
- Style, shoot and edit athlete headshots for video board displays and print work.

MEDIA MANAGEMENT/BRANDING CONSULTANT

@ REBORN CLOTHING CO

Reborn Clothing Co., Raleigh, NC | May 2019 - Jan 2020 + ongoing freelance projects

- Developed and implemented strategies to grow audience, increase engagement, and generate revenue through social media platforms (Facebook, Instagram, etc.) while reporting on analytics. *(Increased engagement and following by 73%)*
- Organize product photo shoots and prioritize the content calendar.
- Collaborated with designers in developing the first t-shirt line for Reborn U brand.