

Lauren Cazell

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PROFILE

Digital Artist | Graphic Designer | Illustrator | Social Media Specialist |

EDUCATION

Pace University, Dyson College of Arts and Sciences

Bachelor of Fine Arts (BFA) in Art | Concentration in Graphic Design

Honors: Pforzheimer Honors College, Dean's List | GPA: 3.96

New York, NY

Expected: May 2023

RELEVANT COURSEWORK

Digital Design I & II | Graphic Design | Painting I | Drawing I & II | Graphic Novel | Typography | Mixed Media

RELEVANT EXPERIENCE

Violet The Virgo

Account Founder

New York, NY

July 2018 - Present

- Developed art [Instagram account](#) with 64K+ followers promoting personal brand, fashion inspiration, and mood boards
- Create content using PicsArt to post at least 2 times a week and collaborate with international brands to promote products

ASCENDtials

Social Media Manager Intern

New York, NY

May 2021 – July 2021

- Designed content on Canva for the nonprofit's social media content and followed a strict posting schedule
- Conceptualized a mental health focused yoga event, planned the details, and launched the event campaign
- Brainstormed strategies to increase audience engagement and grew ASCENDtials' follower count

C & C Trading Co.

Social Media Marketing Specialist

Hickory, NC

November 2019 - March 2020

- Worked with vintage clothing store to promote products to followers on *Violet the Virgo* Instagram page
- Photographed in-store products and edited pictures using PicsArt, appealing to both store and Instagram aesthetics

Full Metal Chicken

Graphic Design Intern

Hickory, NC

August 2019 - December 2019

- Designed holiday Facebook posts for local companies Habitat for Humanity, American Classics Leather, and IFS
- Reviewed and edited product descriptions for promotional catalog for the company Shurtape Technologies

ACADEMIC PROJECTS

"The Scarlet Dark"

Spring 2022

- Conceptualized a storyline & characters then digitally drew each panel of an original horror graphic novel

"Frostbite" & "Portrait of a Lady in Red"

Spring 2022

- Created two pieces using acrylic paint and ink that were featured in student art exhibitions at Pace University

"Scrap of Me"

Spring 2021

- Designed a 31-page book exploring personal milestones through short stories, poems, collages and digital drawings
- Compiled 29 collages using Adobe InDesign, Photoshop and Illustrator to tell a story and accompany text

"Violet Apparel"

Spring 2021

- Conceptualized a fashion print ad, including a logo, that incorporated early 2000s and modern fashion

LEADERSHIP EXPERIENCE

American Marketing Association | Chief Creative Officer

May 2021 - Present

- Develop graphics for AMA's social media accounts, flyers to promote events around campus, and the Annual Report
- Brainstorm event ideas and marketing strategies to increase attendance at our events
- Attended International Collegiate Conference and contributed to winning 5 awards including 1st for the Chapter Exhibit

University Christian HS Yearbook | Editor

August 2017 - May 2020

- Imported student photos and designed layouts to match the annual theme for 5 sections of the yearbook
- Reviewed and revised the content of contributing editors to ensure overarching theme

National Honors Society | Historian

August 2018 - May 2020

- Volunteered at non-profit organizations including Samaritan's Purse, ECCCM, and St. Andrew's Lutheran Church

VOLUNTEER EXPERIENCE

New York Common Pantry

November 2021

- Bagged meals at the New York Common Pantry with the American Marketing Association (4 hours)

Clater Kaye Theatreworks | Performing Arts Mentor/Backstage Crewmember

June 2011 - May 2020

- Taught children's dance classes and worked as a crewmember for eight shows, moving sets and constructing props

SKILLS

Technical: Adobe Photoshop, Illustrator, InDesign | Canva & Procreate | Microsoft Office (Word, Excel, PowerPoint) | Google Suite

Social Media: Instagram (64K+ followers), TikTok (11.5k followers), Pinterest, Snapchat, YouTube, Twitter, Facebook