

Ren 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

New York, NY

Expected: December 2023

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

RELEVANT COURSEWORK

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

RELEVANT EXPERIENCE

Lift Agency

Graphic Design Intern

New York, NY

February—May 2023

- Updated internal assets for the company to incorporate their new branding and also decks for external clients
- Designed 7 social media templates that stayed consistent with Lift's branding and a post for International Women's Day
- Presented 6 pieces of content I designed for a mock Spectrum back-to-school campaign as the final internship project

Doug Fitch & Tommy Nguyen

Studio Intern

New York, NY

September – December 2022

- Assisted Doug Fitch in conceptualizing and executing a series of costumes and props for the ballet "The Fluidity of Time"
- Sculpted and constructed 6 trees, 3 insects, 2 dinosaurs, and 1 bird out of mixed materials for the BalletCollective

@RensFaire

Account Founder

New York, NY

July 2018 - Present

- Developed art [Instagram account](#) with 60K+ followers promoting personal brand, fashion inspiration, and mood boards
- Created content digitally to post 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

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

"Are We Only Parts"

Fall 2022

- Designed 6 social media posts promoting the protest of animal cruelty using a cohesive theme & color scheme with Adobe

"The Marsh Witch", "Frostbite", & "Portrait of a Lady in Red"

Spring & Fall 2022

- Created 3 different pieces using acrylic paint and ink that were featured in student art exhibitions at Pace University

"The Scarlet Dark"

Spring 2022

- Conceptualized an original storyline & characters then digitally drew each panel of a 20 page horror themed graphic novel

LEADERSHIP EXPERIENCE

American Marketing Association | Chief Creative Officer

May 2021 – December 2022

- Developed graphics for AMA's social media accounts, flyers to promote events around campus, and the Annual Report
- Brainstormed 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 the overarching theme

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 (60K+ followers), TikTok (11.3k followers), Pinterest, Snapchat, YouTube, Twitter, Facebook