

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 EXPERIENCE

RensFaire

Account Founder

New York, NY

July 2018 - Present

- Developed art [Instagram account](#) with 70K+ 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

Awesome Home

Manager/Cashier

Brooklyn, NY

June 2022 - July 2022

- Managed home décor store independently 8 hours per day while checking out customers, entering new product deliveries into the Brightspace computer system, and taking inventory
- Created social media content featuring Awesome products on TikTok to promote the business

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 *@rensfair* Instagram page
- Photographed in-store products and edited pictures using PicsArt, appealing to both store and Instagram aesthetics

ACADEMIC PROJECTS

"The Scarlet Dark"

Spring 2022

- Conceptualized a storyline & characters then digitally drew each panel of a 20 page original horror/sci-fi 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

"Scraps 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 social media accounts, flyers to promote events around campus, and the Chapter/Annual Reports
- Brainstorm event ideas and marketing strategies with the E-board to increase attendance at our events
- Attended the 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

National Honors Society | Historian

August 2018 - May 2020

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

VOLUNTEER EXPERIENCE

New York Common Pantry

November 2021

- Prepared donated 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 designing props

SKILLS

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

Social Media: Instagram (70K+ followers), TikTok (11.5k followers), Pinterest, Snapchat, YouTube, Twitter, Facebook