



# REN CAZELL

Graphic Designer, Illustrator, Content Creator

## WORK EXPERIENCE

○ 2018 - Present

### Ren's Faire

#### Freelance Graphic Designer, Illustrator & Content Creator

- Built and manage the @rensfair brand, growing an Instagram audience to 40K+ and achieving millions of views and 13K+ TikTok followers through viral videos featuring original book cover illustrations.
- Operate a freelance illustration and design business, creating book covers, logos, and branded social media content to help clients strengthen their identity, increase engagement, and drive product sales.
- Illustrate custom book covers for independent authors worldwide, using **Procreate** for digital artwork and **Adobe Creative Suite** to finalize files within provided templates and specifications for print.
- Directly contribute to increased book sales through visual storytelling and strategic content marketing.

○ June 2025 - Present

### Suveto

#### Freelance Graphic Designer & Illustrator

- Designed versatile social media templates in **Canva**, implemented across 60+ animal hospital organizations to maintain brand consistency.
- Illustrated original merchandise for a new hospital launch—including tote bags and t-shirts—to drive client engagement and loyalty; finalized designs as vector artwork in Adobe Illustrator.

○ Feb - April 2025

### Valdese Weavers

#### Freelance Graphic Designer & Illustrator

- Commissioned to design and combine illustrative elements for 6 social media posts advertising collaboration with *Hable Construction*. These posts highlight their stunning furniture fabric designs and are displayed in a digital mood board style.
- Utilized color families and artist's traveling photography, inspiring customers to purchase the fabrics.

○ July - Dec 2023

### Vacation Forever Tattoo

#### Social Media Intern

- Filmed tattoo artists and clients in studio, editing the footage for daily TikTok posts to increase studio outreach and boost appointment bookings.
- Leveraged understanding of current trends and the TikTok algorithm to drive engagement.
- Grew following by 200% in a month and increased event attendance due to effective TikTok strategies.

○ June - Aug 2023

### Hickory Playground

#### Social Media Manager

- Designed 8 Instagram posts, 12 stories, and managed follower interactions to raise funds for North Carolina public school arts programs and increase attendance for the annual play festival.

○ Jan - May 2023

### Lift Agency

#### Graphic Design Intern

- Revamped internal assets with updated branding & formatted pitch decks to strengthen client relationships.
- Designed 7 social media templates aligned with Lift's branding, along with a post for International Women's Day to refresh social media profiles and create a cohesive feed.
- Delivered and presented 6 pieces of content designed for a simulated Spectrum back-to-school campaign, aimed at enhancing knowledge of the **Adobe Creative Suite**, refining presentation skills, and utilizing effective advertising strategy.

○ May 2021 - Dec 2023

### American Marketing Association

#### Chief Creative Officer

- Designed materials such as social media content, promotional flyers, itineraries, and reports to encourage AMA membership and increase event attendance.
- Managed the design team and led the rebranding of AMA's social media aesthetic to maintain a consistent feed and encourage Instagram engagement.

✉ cazellren@gmail.com

🌐 www.laurencazell.com

📷 @rensfair

in [www.linkedin.com/in/laurencazell/](https://www.linkedin.com/in/laurencazell/)

## EDUCATION

### Pace University

New York, NY

#### Bachelor of Fine Arts (BFA)

Graphic Design Concentration  
Digital Marketing Minor

Pforzheimer Honors College,  
Dean's List, Summa Cum Laude

## SKILLS

- Adobe Creative Suite
  - Photoshop
  - InDesign
  - Illustrator
- Canva
- Procreate
- Microsoft Office
- Google Suite
- Content creation
- Logo design
- Illustration
- Branding and identity
- Video editing
- Book design
- Social media management
- Advertising
- Digital marketing
- Writing
- Administrative work