

CASSANDRA FORTMAN

GRAPHIC DESIGNER

970.417.3093

cassiefortman@gmail.com

cedaredge, colorado



PROFILE

Graphic designer with 5 years of experience in the creation of graphics for use in online and in print. Equipped with the ability to build brand awareness through skills gained in the creative industry. I provide excellent client experiences through genuine care, active listening, and attention to detail. As a creative, I pride myself in meeting client goals and supporting their marketing vision through creation and adherence to brand guides and crafting of authentic content. I value continuous learning and growth as a professional, and I bring positivity to a team.

WORK EXPERIENCE

Sassy Creative

Cedaredge, CO
June 2020-Present

Professional Freelance Graphic Designer

Establish and maintain a freelance graphic design business that aims to assist companies and organizations in brand development and successful marketing.

- Spearhead visual identity including brand positioning, promotions and digital marketing for a variety of companies
- Conceptualize logo design, social media platforms, and videos to promote brands
- Develop creative physical advertising collateral including brochures, business cards, signage, t-shirts and swag

Snow Capped Cider

Austin, CO
Nov 2020-Jan 2022

Graphic Designer | Social Media Manager | Brand Representative

Became a flexible member of this small business team. Developed numerous marketing programs (sales sheets, brochures, e-mail, postcards and presentations) to support launch of new products across the state.

- Created marketing plan for social media platforms, created graphics, developed videos and wrote content
- Leveraged further development and clarity of brand by creating guidelines for design
- Provided flexible in-house support for business as a brand representative for marketing and festivals

Growl Agency

Grand Junction, CO
August 2018-May 2020

Graphic Designer

As a part of the design and marketing team for this agency, I created graphics to support a variety of businesses on their websites, social media, and print campaigns.

- Balanced the social media creation for up to 5 clients at a time while meeting daily deliverable deadlines
- Developed branding for non-profits to support their engagement and fundraising goals
- Took the lead in creation of on-brand custom stock photography to enhance client social media authenticity

EDUCATION

Colorado Mesa University

Grand Junction, CO
2015-2020

Bachelor of Fine Arts Visual Design

Graduated Cum Laude with experience in leadership, strong understanding of conceptual design and effective workflow

Intellitec College

Pueblo, CO
2009-2011

Associates of Business Administration

Graduated with extensive experience in client care and the successful organization of an office space.

SKILLS

Photoshop

Indesign

Illustrator

Photography

Video Editing

Social Media Marketing

Content Writing

Microsoft Office

VOLUNTEERING

Grand Valley Catholic Outreach

Created website to support the organizations goals of supporting the homeless in Grand Junction CO