



## KEY STRENGTHS

- » Creating full suites of marketing materials, including website design, social media content, email marketing, and digital advertising campaigns.
- » Working in both small and large marketing teams to build brand awareness and launch new products.
- » Building and nurturing customer relationships.

## EDUCATION

### BACHELOR OF ARTS IN PHOTOJOURNALISM

Cardinal Stritch University  
Glendale, WI | 09.2010 - 06.2013

## MY REFERENCES

### Chris Damico

Former Director of Marketing at  
Penta Technologies, Inc.

P: 414.418.4481

### Helena Chen

Former Director of Marketing at  
SmartAction LLC

P: 310.897.5673

## A BIT ABOUT ME

In my free time, I love spending time with my husband and son, doing photography, and traveling! I have dual citizenship (U.S. and Sweden) and enjoy visiting my friends and family in Sweden most summers.

# LENA EDSTRÖM CASS

SENIOR GRAPHIC DESIGNER

### Contact

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### Website

www.lenacass.com

### LinkedIn

www.linkedin.com/in/lenacass

## CAREER EXPERIENCE

### SENIOR GRAPHIC DESIGNER

SmartAction LLC | Remote | 2021 – Current

Senior graphic designer and content producer, utilizing A/B testing and analytics to strategize and produce marketing content, including:

- » Data sheets and branded collateral
- » Corporate branding guidelines
- » Social media copy and graphics
- » Digital advertising
- » Email marketing
- » Website design, including layout and coding
- » Ad, webinar and interview videos
- » Tradeshow booth design
- » Corporate headshot photography

### SENIOR DIGITAL DESIGNER

Penta Technologies, Inc. | Remote | 2018 – 2021

Senior digital designer, utilizing market research and analytics to launch a new software product, including:

- » Social media copy and graphics
- » Digital advertising
- » Email marketing
- » Website design, including layout and coding
- » Ad, webinar and interview videos
- » Tradeshow booth design
- » Corporate headshot photography

### DIGITAL MARKETING CONTENT CREATOR

ARI Network Services | Menomonee Falls, WI | 2013 – 2018

- » Creating marketing materials in a fast-paced environment for over 100 clients, including copywriting and graphic design in the form of websites, social media campaigns, and email marketing campaigns.
- » Nurturing client relationships and managing digital marketing accounts.

## PROFICIENCIES

- » Social media management
- » Digital advertising
- » Email marketing design, strategy and implementation
- » Website SEO and design including HTML and CSS; experience in Hubspot CRM and Wordpress
- » Video animation and interview/webinar video production
- » In-studio and on-location lighting and photography
- » Adobe Creative Suite: Illustrator, Photoshop, Dreamweaver, InDesign, Lightroom, After Effects, and Premiere Pro
- » Tradeshow booth design
- » Microsoft Suite, Wordpress, SEMRush, Pardot, Salesforce, and Hubspot
- » Project management systems, including: JIRA, Basecamp, and Monday