



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

BRAND & DESIGN MANAGER

Contact

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Website

www.lenacass.com

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www.linkedin.com/in/lenacass

CAREER EXPERIENCE

BRAND AND DESIGN MANAGER

SmartAction LLC | Remote | 2021 – Current

Brand and Design Manager, utilizing A/B testing and analytics to strategically produce marketing content, including:

- » Data sheets and branded collateral
- » Corporate branding
- » Social media content and strategy
- » Digital advertising
- » Email marketing
- » Full company rebrand, including new logo creation, font, color scheme change, and company tagline
- » Website design, including layout and coding
- » Ad, webinar and interview videos
- » Tradeshow booth design
- » Corporate headshot photography
- » Branded collateral, such as business cards, branded decks, letterhead, etc.

GRAPHIC DESIGNER

Incredible Dream Studios Inc. | Remote | May 2023 – Current

Lead graphic designer, producing both digital and print content, including:

- » Board game box designs
- » Data sheets and branded collateral
- » Social media graphics
- » Print and ads
- » Branded collateral, such as business cards, etc.

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

PROFICIENCIES

- » Social media management
- » Digital and print advertising
- » Email marketing design, strategy and implementation
- » Website SEO and design including HTML and CSS; experience in Hubspot CRM and Wordpress
- » Video animation
- » 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, Wrike, Asana, and Monday