

CASSIDY WELCH

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EDUCATION

James Madison University
Harrisonburg, VA
Bachelor of Science, Dec. 2019

Media Arts & Design: Creative Advertising
Business Minor

EXPERIENCE

FREELANCE DESIGNER/ SOCIAL MEDIA MANAGER

Fenwick Island, DE
June 2019-Present

- Created a summer job for myself offering design services to small businesses
- Consulted with small business owners on how to achieve their needs
- Created websites, logos, marketing materials (rack cards, menus, business cards)
- Managed and created social media accounts and campaigns for businesses designed to:
 - Increase awareness
 - Increase foot traffic
 - Increase product sales

INTERN

James Madison University
X-Labs
Harrisonburg, VA
Jan. 2019-Dec. 2019

- Facilitated free, non-credit Pop-Up classes & workshops for students, faculty & the community
- Co-managed @jmxlabs Instagram, created "Make it Monday" weekly stories showcasing how to make projects using lab equipment
- Designed marketing materials such as informational flyers and brochures

ORIENTATION PEER ADVISER

James Madison University
Harrisonburg, VA
Jan. 2018-Sept. 2018

DAY-TO- DAY DUTIES

- Selected as one of 30 Orientation Peer Advisers chosen to represent JMU as part of their nationally renowned orientation program
- Led groups of 10-20 incoming students throughout orientation
- Facilitated discussions with first year students
- Served as a resource, answered questions, and initiated conversations to first year students to help them make friends and become familiar with JMU

SUPERVISORY ROLES

- Assisted in the interview, selection, and training process of approximately 300 First Year Orientation Guides (FROGs)
- Supervised directly 9 FROGs

PROJECT MANAGEMENT

- Project managed JMU's pep rally (JMU's largest orientation event) Led details for the event from set up to completion, delegating responsibilities to all other Orientation Peer Advisers and FROGs. (Approximately 75 people).
- The event hosted approximately 4,000 first year students

PUBLIC SPEAKING

- Participated in larger discussions with first year students and parents which included public speaking in front of crowds of up to 1,000 people on a weekly basis
- Participated in a semester long course to learn about human development and leadership

SERVICE

BIG EVENT

James Madison University
Harrisonburg, VA
Spring 2019

- Served as the Marketing Committee Head for the Big Event, a campus-wide day of service
- Created rebranding for the organization, oversaw marketing efforts, managed Instagram account, contacted departments & organizations to help promote event

ALTERNATIVE SPRING BREAK

Arches National Park
Moab, UT
March 2018

- Assisted the National Park Service in the removal of Tamarisk, and invasive species, through the Volunteers-In-Parks program

FIRST YEAR ORIENTATION GUIDE

Harrisonburg, VA
August 2017

- Guided the transition of 27 students from high school into their first year of college
- Assisted with move in, facilitated activities, and led discussions during orientation.
- Helped first year students build friendships, transition strongly, and build JMU school spirit

SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Social Media, AP Style Grammar, Wix, Microsoft Office, Hootsuite, WordPress

www.cassidywelch.com