

CASSIDY WELCH

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SUMMARY

A motivated account coordinator ready to connect people and causes to make a difference. Skilled at bringing others together to creatively problem-solve. Looking to work with a bold advertising agency that's brave enough to impact social change.

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

- Consulted with small business owners on how to achieve their needs through design services
- Created websites, logos, marketing materials (rack cards, menus, business cards) in order to promote the businesses and provide information to customers
- Managed and created social media accounts and campaigns for businesses designed to increase awareness, foot traffic and product sales
- Brainstormed, planned and uploaded daily posts to Instagram and Facebook accounts
- Photographed, created or sourced content for posts

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 with the goal of using technologies to creatively problem solve while learning new skills
- Co-managed @jmuxlabs Instagram, created "Make it Monday" weekly stories showcasing how to make projects using lab equipment
- Designed marketing materials such as informational flyers and brochures to serve as resources to prospective and current students

ORIENTATION PEER ADVISER

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

- Facilitated discussions with first year students in groups of 10-20 while serving as a resource for information on the university
- Directly supervised nine First Year Orientation Guide volunteers
- Project managed JMU's pep rally, an event that hosted approx. 4,500 people, in charge of details from set-up to completion, delegated responsibilities to approx. 75 volunteers
- Participated in public speaking in front of crowds of up to 1,000 people weekly

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 in order to increase awareness

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