



# REN CAZELL

Graphic Designer, Illustrator, Content Creator

## WORK EXPERIENCE

2018 - Present

### Ren's Faire

#### Freelance Graphic Designer/Content Creator

- Established [@rensfair](#) on Instagram, growing followers to 50k+ by featuring personal designs and achieved millions of views and 13k+ followers on TikTok with viral videos showcasing book cover designs.
- Partnered with international brands to enhance product promotion and drive traffic to their accounts.
- Operate freelance business creating materials such as book covers, logos, and social media content for clients to strengthen their branding, boost engagement on their platforms, and drive product sales.

July 2024 - Present

### Heart of Chelsea Veterinary Group

#### Client Services Representative

- Coordinate client appointments across all 5 hospital locations, oversee high-value financial transactions, communicate with clients via phone and email, organize files, fill prescriptions, manage closing the financial system at end of day, and provide support to doctors, fellow CSRs, and vet technicians.
- Cultivate strong relationships with clients and patients by delivering outstanding customer service and effectively educating clients about veterinary care, even in challenging and high-pressure situations.

Apr - July 2024

### Frat Wars book series

#### Designer & Illustrator

- Commissioned to design 4 special edition book jackets and 8 cover variations (hardcover and paperback) for Saxon James to enhance series promotion and diversify published works.
- Applied typographical and design skills while adhering to provided templates for print.

Aug - Dec 2023

### Vacation Forever Tattoo

#### Social Media Intern

- Filmed tattoo artists and clients in studio, editing the footage for daily TikTok posts to increase studio outreach and boost appointment bookings.
- Leveraged understanding of current trends and the TikTok algorithm to drive engagement.
- Grew following by 200% in a month and increased event attendance due to effective TikTok strategies.

June - Aug 2023

### Hickory Playground

#### Social Media Manager

- Designed 8 Instagram posts, 12 stories, and managed follower interactions to raise funds for North Carolina public school arts programs and increase attendance for the annual play festival.

Feb - May 2023

### Lift Agency

#### Graphic Design Intern

- Revamped internal assets with updated branding & formatted pitch decks to strengthen client relationships.
- Designed 7 social media templates aligned with Lift's branding, along with a post for International Women's Day to refresh social media profiles and create a cohesive feed.
- Delivered and presented 6 pieces of content designed for a simulated Spectrum back-to-school campaign, aimed at enhancing knowledge of the Adobe Creative Suite, refining presentation skills, and utilizing effective advertising strategy.

May 2021 - Jan 2023

### American Marketing Association

#### Chief Creative Officer

- Designed materials such as social media content, promotional flyers, itineraries, and reports to encourage AMA membership and increase event attendance.
- Managed the design team and led the rebranding of AMA's social media aesthetic to maintain a consistent feed and encourage Instagram engagement.

 [cazellren@gmail.com](mailto:cazellren@gmail.com)

 [www.laurenczell.com](http://www.laurenczell.com)

 [@rensfair](https://www.instagram.com/rensfair)

## EDUCATION

### Pace University

New York, NY

#### Bachelor of Fine Arts (BFA)

Graphic Design Concentration  
Digital Marketing Minor

Pforzheimer Honors College,  
Dean's List, Summa Cum Laude

## SKILLS

- Adobe Creative Suite
  - Photoshop
  - InDesign
  - Illustrator
- Canva
- Procreate
- MS Office
- Google Suite
- Content creation
- Logo design
- Illustration
- Branding and identity
- Video editing
- Book design
- Social media management
- Advertising understanding
- Digital marketing
- Writing
- Administrative work