

Ren Cazell

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PROFILE

Graphic Designer | Digital Artist | Illustrator | Social Media Specialist

EDUCATION

Pace University, Dyson College of Arts and Sciences

Bachelor of Fine Arts (BFA) in Art | Minors in Graphic Design and Digital Marketing

Honors: Pforzheimer Honors College, Dean's List | Summa Cum Laude | GPA: 3.94

New York, NY

December 2023

RELEVANT EXPERIENCE

Ren's Faire

Freelance Graphic Designer/Content Creator

Remote

2018 - Present

- 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.
- 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.

Easton book cover

Designer & Illustrator

Remote

Aug – Sep 2024

- Commissioned to design and digitally illustrate an alternate paperback cover for the sequel novel *Easton* by Riley Hart to promote the series and encourage book sales.

Frat Wars book series

Designer & Illustrator

Remote

Apr – July 2024

- 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 skills while adhering to provided templates for print utilizing the Adobe Suite.

Garnet Hates Ghosts

Honors Senior Thesis Project

New York, NY

Aug – Dec 2023

- Wrote & illustrated a complete 26-page original children's book, showcased in Pace University's gallery.

Hickory Playground

Social Media Manager

Remote

June – Aug 2023

- Designed 8 Instagram posts and 12 stories to raise funds and increase attendance for the James Bond themed annual play festival.

Lift Agency

Graphic Design Intern

New York, NY

Feb – May 2023

- Revamped internal assets with updated branding and 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 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.

Doug Fitch & Tommy Nguyen

Studio Intern

New York, NY

Sep – Dec 2022

- Shadowed seasoned artists and created a series of 10 costumes for an original BalletCollective piece.
- Assisted in the New York Philharmonic's Young People's Concert at the Lincoln Center.
- Awarded the Amelia Gould Scholarship by Pace University.

ASCENDtials

Social Media Manager Intern

New York, NY

May – July 2021

- Developed content for all social media platforms (X, Facebook, Instagram, LinkedIn, and YouTube) and maintained a consistent posting schedule, resulting in follower growth of over 200%.
- Coordinated email campaigns using Mailchimp and arranged events to raise funds and expand the organization's subscriber base.

American Marketing Association

Chief Creative Officer

New York, NY

May 2021 – Dec 2022

- 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.

SKILLS

- Adobe Creative Suite
- Canva
- Procreate
- MS Office/Google Suite
- Social media content creation
- Logo design
- Illustration
- Branding and identity
- Video editing
- Book design
- Advertising understanding
- Digital marketing