

cassi lowe

experience

Queen Bee Marketing

January 2007 - Present

As the Graphic Designer for Queen Bee Marketing I provide web design, customized graphic design, and search engine optimization (SEO) services for our clients. We work with a wide variety of small businesses to increase their presence online through search engine friendly web sites and internet marketing. I also implement traditional design services, such as logo design, brochures, business cards, and other marketing materials. In addition, I create all of the internal marketing materials including the logo, web site, brochures, postcards, and other items for print.

Carmel West Dentistry

November 2007 - Present

At Carmel West Dentistry, I am both a Patient Care Coordinator and Marketing Director. I have increased the company's local presence by redesigning the logo, developing a patient newsletter, designing advertisements for print in several periodicals, and managing other marketing strategies. Online enhancements include link building and blogging. I also perform daily tasks such as scheduling patients, accepting payments, and administrative duties.

Zionsville Candle Company

August 2006 - January 2007

I was the in-house graphic designer for Zionsville Candle Company. I designed the candle labels, including private labels for retailers. My other primary duty was to design and manage the e-commerce web site and utilize SEO techniques to ensure first page rankings in Google. Additional projects included brochure and advertisement design.

Purdue University Agricultural Communications

February 2004 - May 2006

While a student at Purdue University, I was an intern for the Agricultural Communications Department. I had the opportunity to work alongside the full-time graphic designers and learn proper prepress standards. Most of my time was spent on creating workbooks for children in various 4-H programs. I also designed posters, t-shirts, brochures, and other small-scale print materials.

education

B.A., Visual Communication Design

Minor, Art History

Purdue University, May 2006

contact

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