

Edward Cass

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Professional Profile

A highly motivated dynamic self-starter and team player with over 20 years experience in marketing and creative services for business development. My skills encompass management, marketing, graphic design, communications, and project management. Each step in my career has taught me a different perspective and improved my knowledge and skills in the market segment for organizations to generate awareness, branding, marketing strategies, revenue, retention, and build relationships.

LinkedIn Profile: <https://www.linkedin.com/in/edcass1> / **Portfolio:** <http://www.edcass.info>

Relevant Experience

Managerial Skills

- Global business development; developed business opportunities for clients utilizing market research, marketing strategies, and social media methods
- Planning and management of conference trade shows to promote companies products and services, expand existing business, and attract new business
- Managed employees, vendors and contractors to meet objectives (CIRC, CREWS, PRINTERS, CONF. VENDORS)
- Worked directly with vendors and contractors to perform a wide variety of services
- Produced training materials required to plan, manage and implement proper procedures (MANUALS, GUIDELINES,
- Supported sales, retention, new acquisition and communication goals (MEDIA KITS, SALES SHEETS, RETENTION PROGRAMS
- Managed Creative Services needs for several company locations statewide
- Created, implemented and managed marketing strategies to meet company goals (CONFERENCES, DIRECT MAIL, ATTENDED CONFERENCES, REACHED OUT,
- Strategic management and business planning (JJI / MD/OP)
- Execution of projects from inception to completion
- Problem solving and decision making skills
- Excellent interpersonal, verbal and written communication skills
- Proficiency with Microsoft Office Word, Outlook, PowerPoint, Excel, and Adobe Acrobat
- Quick learner to programs and platforms

Marketing Skills

- Planned, developed and implemented marketing strategies which resulted in retention, lead generation, awareness, growth of customer base, and increased sales (
- Experience utilizing marketing funnels; inbound, outbound, vertical, direct, target, guerilla, drip, promotional, B2B, B2C, strategic, social media, and internet marketing methods
- Branding, marketing and promoting businesses to generate awareness, lead generation, build relationships and create sales
- Coordinated trade shows establishing customer base, generated leads for sales teams; created follow-up strategies to generate sales resulting in increased revenues
- Researched market intelligence and collected market information for analysis and identification of strategic product opportunities
- Developed promotion plans to increase sales and retention
- Performed competitive analysis to make recommendations for future company growth

Graphic Design Skills

- Analyze, plan and create visual solutions based on marketing strategies resulting in awareness, prominent branding, lead generation, retention and increased sales
- Capacity to integrate message and visual elements
- Proficiency with a PC/Mac; Adobe Creative Suite CS5; including Photoshop, InDesign, Illustrator
- Design, layout and revise a wide range of communication materials in various media, spanning print to multimedia including but not limited to brochures, direct mail, flyers, fact sheets, logos, media kits, newsletters, presentations, and other collateral
- Support new business development through design of presentations, and company marketing materials
- Website creation, design, and content management
- Experience in print production
- Ability to work on multiple projects in a fast-paced environment
- Ensure creative deadlines are met by working effectively under pressure and in a fast paced environment
- Extremely well organized with the ability to handle multiple projects
- Highly creative, innovative self-starter with the desire to constantly grow

Employment History:

Bellstar Media

Marine City, MI

6/07 – Present

Creative Marketing Consultant

Owner/Designer/Consultant. Servicing clients for marketing, graphic design, print procurement, and social media services. Collaborate and consult with multiple businesses conceptualizing, designing and executing various print and digital business communications and creative services needs to meet specific business goals. Created global business development through various strategic marketing methods which included branding, awareness and vertical integration into the market segment. Developed cross functional marketing strategies, websites, and various marketing communications to gain efficiency and increase revenue potential.

Cityside Management Corporation

Sterling Heights, MI 8/10 – 7/11

Senior Work Order Specialist

Managed employees, vendors and contractors to perform property management services with the federal government. Developed strong relationships with clients managing the project cycle from inception through field support and closure. Worked closely with senior level executives and operations to ensure customer specifications were met at time of delivery. Obtained public trust clearance with the federal government.

Journal Register Company / 21st Century Newspapers, Inc.

Mount Clemens, MI 10/99 – 05/07

Creative Services Manager

Manager of Creative Services Department for multiple newspapers. Developed communication collateral for sales, marketing, promotions and circulation departments. Generated innovative concepts and designs for internal and external communications to brand, promote and support multiple company objectives and goals.

GDNN / 21st Century Newspapers, Inc.

Mount Clemens, MI 01/98 – 10/99

Research Analyst / Graphic Designer

Researched and compiled information in numerous categories with documented facts and statistics which included local market analysis, demographics, and trends, utilizing various methods including Scarborough Report, Belden Report, industry specific information, Prizm, and Dunn & Bradstreet. Information was compiled to create customer specific Powerpoint presentations to augment sales.

Education

Baker College -Clinton Twp., Michigan

- AB, Associates Degree - Graphic Communications. GPA 3.87
- Coursework focus: Graphic design, Marketing Communications