



ED CASS

MARKETING, GRAPHIC DESIGN
& BUSINESS CONSULTATION

PROFILE

Experienced marketing, management, project management graphic design and creative services professional who has assisted existing businesses with branding, marketing, advertising, sales, social media and promotions to achieve objectives and leverage operations while offering growth opportunities; education & mentoring through comprehensive strategic planning and implementation skills resulting in internal efficiencies and increased revenues. Excellent verbal & written communication skills. Heavily experienced with interpersonal skills in customer and employee relationships.

CONTACT

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EDUCATION

Baker College - Clinton Twp., Michigan
AB, Associates Degree - Graphic
Communications – GPA 3.87

WORK EXPERIENCE

BellStar Media, LLC

06/2007 – Present

Business Owner / Managing Director / Senior Designer

Collaborating and consulting with a variety of clients to meet their business needs, objectives and goals through conceptualizing, planning, strategizing, and execution. Services include graphic design, website design, business development & management, corporate branding, advertising, marketing, promotions, business and marketing consulting, print procurement and social media services. A wide variety of creative services are offered reflecting professionalism on all platforms both digitally and in print to assist in branding, running, leveraging and growing various businesses.

Smart Shelf, LLC -

02/2015 – 05/2020

Owner / Vice President / Marketing

Smart Shelf / D3 Products was a startup collaboration that evolved from a patented new product that won numerous awards. We created a variety of portable furniture platforms that consolidate audio, video & electronic charging capabilities, that was featured at CES 2020. We began this business from the ground up establishing product design, patents, prototypes and strategies. My efforts included brand identity, PR, business and marketing plans and strategies; and extended to assisting in product design and packaging. Responsible for designing, strategizing and implementing marketing, and advertising initiatives to gain awareness, promote the product, company and sales. Responsibilities included social media presence and marketing, website design and management, ecommerce platform creation and operation presentations, conferences & trade shows, collaborations and contract negotiations.

Cityside Management Corporation

08/2010 – 07/2011

Senior Work Order Specialist

Project management position. Managed employees, vendors and contractors to perform property and project management services for the federal government. Learned and utilized proprietary company programs to manage, track, report and initiate actions to sustain efficient property management through the dispersing and managing of employees, vendors and contractors to perform various services for multi-state projects. Developed strong relationships with vendors and contractors managing the project cycle from inception through 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. Created company training manuals, communications and systems to harness and enhance corporate continuity and assist in new hire training.

SKILLS

Graphic design, website design, social media, marketing, and print procurement.

Branding, marketing and promoting businesses to generate awareness, lead generation, build relationships & create sales.

Design a variety of visual communications on various media platforms both digitally and in print for marketing, advertising, branding, promotions, brochures, logo's, presentations, signage, direct mail, product packaging, trade show and exhibit displays.

Create and maintain websites & social media platforms through branding, content management and strategy to increase lead generation, sales, and assist in retention of sales and customers.

Create strategies to meet objectives and goals through design, layout and implementation of a wide range of communication materials.

Plan, develop and implement marketing strategies based on company's goals and objectives to increase awareness, retention, referrals, lead generation, customer growth and increased sales.

Developed business opportunities utilizing market research, marketing strategies, and creating company materials and communications to support marketing & sales goals.

Problem solving and decision making skills

Excellent interpersonal, verbal and written communication skills.

Quick learner to programs and platforms

Highly creative, innovative self-starter with the desire to constantly grow.

PROGRAMS

Proficient in Adobe Creative Cloud software
Microsoft Office software
Social Media platforms
Proficient on Mac & PC platforms

Journal Register Company / 21st Century Newspapers, Inc.

10/1999 – 05/2007

Creative Services Manager

Managed Creative Services Department that serviced multiple newspapers located in various states. Managed the marketing budget and developed a wide variety of campaign strategies for sales, circulation and executive management teams in an ongoing basis to assist in sales, retention and acquiring new business and customers. The department was responsible for marketing, advertising, and promoting the company's goals and objectives supporting the marketing, advertising, sales, administration and circulation departments through developing, designing, implementing, tracking and managing all projects within the department to reach company goals and objectives. Received various awards for innovative programs and visual communications for internal and external business. Developed and implemented numerous charity foundation collaborations and events throughout the community; created advertisement, promotions and public relations to support the causes as well as volunteered and sponsored the events annually.

GDNN / 21st Century Newspapers, Inc.

01/1998 – 10/1999

Marketing 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 marketing and sales communications to augment sales, assist in retention and develop new business.

ACCOMPLISHMENTS & AWARDS

- Business consultation based on conceptual vision and strategy to meet company goals for existing and startup companies.
- Establish branding, awareness, online presence, and visual communications both in print and online for various industries and businesses.
- Website design and redesign for new and existing businesses based on the customers journey to enhance operations and meet goals and objectives.
- Marketing strategies to assist in leveraging, running and growing various businesses; design accompanying strategic visual communications to ensure consistency & continuity.
- Managed the Creative Services needs for several company locations in various states across the country designing a variety of advertising and marketing communications to meet the ongoing needs of each.
- Created, implemented and managed marketing strategies to meet company goals and objectives.
- Booth designs, signage and procurement for businesses to exhibit at various conferences and trade shows to achieve their business goals.
- Managed employees, vendors and contractors to meet goals and objectives.
- New innovative product accepted to exhibit at CES 2020.
- CES Smart Home Mark of Excellence Award Finalist.
- CES Showstoppers LAUNCHIT Competition – Runner up.
- Named one of the 10-Hottest Startups at CES 2020.
- Catapult Regionals Business Product Competition – First Place.
- Catapult Business Product Competition – First Place.
- Emerge Business Contest – First Place.
- National NASCAR Design Contest Winner-Runner up.
- Numerous International Newspaper Marketing Association (INMA) and Newspapers Association of America (NAA) awards received for campaigns, concepts and creative designs with 21st Century Newspapers.
- Contract, retainer and on-call services offered to meet a business needs.