

Cassandra Rodgers

Multimedia Producer, Video Editor, and Graphic Designer

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Skills Summary

Adobe Premiere Pro, After Effects, Photoshop, Illustrator, InDesign, XD, Audition, Dreamweaver, Acrobat, Sketch, Figma, Basic HTML & CSS, Google Workspace, Microsoft Word, Excel, PowerPoint

Experience

Robert Half Graphic Designer 11/2023 - Present

- Graphic design at Go2Partners using InDesign for Sherwin-Williams catalogs, flyers, and other marketing materials.
- Graphic design at Medical Mutual using InDesign, Illustrator, and Photoshop to create marketing materials and internal signage.

Aquent Studios Multimedia Designer 09/2017 - Present

- Managed a team of designers to produce over 30 motion graphics videos for an HR Firm, completing the project ahead of schedule and implementing efficient processes that resulted in cost savings for the client
- Developed a motion graphic template for an Entertainment company to showcase the most popular songs of the week across multiple social media channels
- Provided guidance and training to a team of graphic designers to generate assets and establish standardized templates
- Led a team of designers in the production of marketing advertisements, catalogs, and email communications

Privcap Media Senior Video Editor 06/2022 - 12/2022

- Revised company case studies utilized for fundraising, incorporating interviews and broll
- Aligned Annual Meeting presentations with corresponding motion graphic template slides
- Condensed videos for effective social media dissemination
- Enhanced audio and performed color correction on recorded material

Privcap Media Post Producer 09/2021 - 06/2022

- Supervised post-production procedures, meticulously reviewing and endorsing modifications
- Ensured the post-production team adhered to established schedules to meet client deadlines
- Conducted weekly client meetings to evaluate project advancements and promptly resolve any concerns or requests

Diamond Products Marketing Communications Associate 05/2016 - 05/2017

- Implemented innovative design concepts to enhance the clarity and readability of all marketing
- Created standardized, efficient templates to expedite the design process
- Utilized engaging animations and graphics to elevate the impact of videos
- Recognized the necessity for upgraded equipment to optimize the overall quality of video productions

Aquent Studios Multimedia Designer 12/2009 - 05/2016

- Produced instructional videos using motion graphics to demonstrate the functionality of SaS products for various companies
- Produced print ads, white papers, HTML emails, and signage tailored to meet the requirements of diverse clients
- Demonstrated strong teamwork skills by closely collaborating with colleagues in the development of an interactive kiosk boasting over 50 interactive hot spots

Education

Cleveland Institute of Art - Bachelor of Fine Arts - T.I.M.E./Digital Arts 08/2004 - 05/2009