



CASEY PEARSON

GRAPHIC DESIGN & MARKETING

Highly motivated design and marketing professional with 20 years of corporate experience in advertising design, social media management and multimedia creativity.

WORK EXPERIENCE

ASSISTANT DIRECTOR OF COMMUNICATIONS

2019 - Present / Greeley-Evans School District 6

Manage the communication department's digital media, website and the design and distribution of communication materials. Oversee, create and monitor social media channels, district branding materials and multimedia assignments.

- Coordinate the creation, editing, and distribution of materials and communication pieces
- Help manage the school district's brand and reputation
- Develop and insure strong community public relations
- Drive the district's strategic plan and message development

COMMUNICATIONS COORDINATOR

2013 - 2019 / Greeley-Evans School District 6

Assist in coordinating and designing internal and external communications for the school district that include marketing, graphic design, social media, print publication production and website content.

- Consult with school sites advising design and website updates
- Support all external district print and website communication

SENIOR GRAPHIC DESIGNER

2000 - 2013 / Swift Communications / Greeley Tribune / WindsorNOW!

Design and create layout compositions of various newspaper ads and print materials that included special sections, magazines, presentation materials, logo rebranding and large-format graphics.

- Consult with advertising sales representatives and business clients to achieve a clear understanding of their company brand to design innovative and attention-grabbing advertisements.

COMMUNITY SERVICE

WELD COUNTY FOOD BANK

Mobile Pantry

- Help assist in distribution of food to residents in need within Weld County.

CHRIST COMMUNITY CHURCH

Tiny Tots

- Assist in care taking, spiritual growth and craft lessons of children from preschool to kindergarten ages.



EMAIL

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PHONE

970-302-2540



HOME

1180 Osprey Road
Eaton, Colorado 80615

EDUCATION

BACHELORS OF ARTS DEGREE GRAPHIC DESIGN

University of Northern Colorado

- 1993 - 1998

DESIGN CORE CLASSES

Aims Community College

- 1995 - 1996

HIGH SCHOOL DIPLOMA

Valley High School / Gilcrest, CO

- Graduation 1992

PROGRAMS

- Adobe Photoshop (CC)
- Adobe Illustrator (CC)
- Adobe InDesign (CC)
- Adobe Acrobat (PRO)
- MS Word & MS Publisher
- Social Media Platforms
- Website Maintenance
- Microsoft Windows 11+
- Macintosh OS 12.0

FREELANCE PARTNERS

BANNER HEALTH

March 2006 - July 2015 / Greeley and Loveland, Colorado

Designed marketing strategies for physician recruiting at North Colorado Medical Center and McKee Hospitals in northern Colorado.

- Partnered closely with hiring manager to gain understanding of recruitment needs and provided guidance for marketing strategies within each region.
- Outlined and created potential designs in brochure, flyer, banner and direct mail formats to help utilize the best medium to fill needed staff positions.

CITY OF GREELEY

2004 - 2008 / Greeley, Colorado

Created multiple publications including posters, flyers and postcard pieces for the Cultural Affairs Division, City Museums and Greeley Convention & Visitors Bureau departments.

EHRlich FAMILY OF DEALERSHIPS

2004 - 2005 / Greeley, Colorado

Designed advertisements for multiple publications which Ehrlich Motors sponsored including Windsor Harvest Festival program, University of Northern Colorado Bears' football program, Kroger brand pharmaceutical bags and other in-house promotions.

More design freelance partners available upon request.

AWARDS

Colorado School Public Relations Association

2016, 2017 & 2018 Top Medallion Award Winner for "Celebrate 6", "Welcome Prairie Heights" and "A Grassroots Movement: Yes to 3A"

Awarded Excellence Award for Marketing Materials in 2018 for the "The Fred Tjardes School of Innovation" by the Colorado School Public Relations Association

Awarded Excellence Award for Identity/Image Package in 2017 for "Kids Eat Free Summer Food Program" campaign by the Colorado School Public Relations Association

Colorado Press Awards

Awarded 2 Colorado Press Awards in 2014 for a Class VI daily paper with 10,000-100,000 circulation in the categories "Best Color" and "Real Estate" Sections

Awarded first place in Real Estate Advertisement and Advertising Campaign in 2011 in the Colorado Press Awards for a Class VI daily paper with 10,000-100,000 circulation

Placed third state wide in 2010 in the Colorado Press Association's Awards category of "Best Advertising Campaign" for a Class VI daily paper with 10,000-100,000 circulation

PORTFOLIO

Portfolio designs and artwork samples by Casey Pearson can be found at:



www.caseypearson.com

CASEY PEARSON

SOCIAL MEDIA



casey.dean.pearson



caseydpearson



casey_pearson



casey-dean-pearson



caseypearson

SKILLS

- Strong attention to detail
- Organized
- Self-motivated
- Highly dependable
- Works well in team settings

REFERENCES

References are available upon request. Please email: caseypearson@gmail.com