



## STACEY CASSIDY

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Tenacious marketing professional that maximizes opportunities by developing creative business strategies that employ superior campaigns, events & incentives that engage internal stakeholders and customers alike.

Your squad of brand advocates starts here.

# en·thu·si·asm

## creative

- Create focused promotions to inspire & motivate sales teams
- Formulate design layout & presentation specifying imagery, graphics, typography & video
- Energize creative, sales and product specialists to create cohesive marketing strategies that maximize ROI

## profitable

- Streamline the collection of over \$1.5 million dollars in marketing sponsorship with manufacturer partners
- Coordinate & produce promotional materials and contests with a team of product specialists yielding consistent 25% sales growth
- Consolidate in-house creative production

## proficient

- Manage all aspects of graphic design & marketing communication from end-user sales collateral, catalogs, training, trade shows, email marketing, invitations & signage
- Craft messaging that makes a relevant, yet unexpected connection

## expertise



## experience

**TRIMARK USA**  
/ trimarkusa.com

MARKETING DIRECTOR, MID-WEST REGION, 2016 – PRESENT  
ADV. FROM MARKETING MANAGER, 2011 – 2016  
Schedule, produce, manage and finance all marketing activities including sales contests, promotional flyers & training initiatives

**THE CAMPUS DISTRICT**  
/ campusdistrict.org

LEAD PROJECT MANAGER, 2010  
Oversaw team graphic designers, urban designers & high school students to develop neighborhood image & brand

**PARTS ASSOCIATES, INC.**  
/ pai-net.com

CATALOG PRODUCTION MANAGER, 2006 - 2008  
ADV. FROM GRAPHIC DESIGNER, 2004 - 2006  
Implemented Product Asset Management Database for all marketing materials including imagery, specs and templates to expedite product catalog & flyer production

**AD DIRECT, INC.**  
/ addirectinc.com

GRAPHIC DESIGNER, 2003 - 2004  
Designed direct-mail, surveys, self-mailers & sales materials along with creating & proofing high volume template art



**Timing & execution is everything, especially with Balloon Drops & Car Give-Aways.** Coordinate all training, industry and customer events. Prepare all details for monthly sales meeting, annual casino night, sales award banquet and annual company kick-off meeting. Produce and direct special event hype videos.

## education

**SAVANNAH COLLEGE OF ART AND DESIGN** / MA GRAPHIC DESIGN, 2010

**KENT STATE UNIVERSITY** / BA ADVERTISING, SCHOOL OF JMC, 2002

**CERTIFICATIONS** / CERTIFIED FOOD SERVICE PROFESSIONAL, NAAFEM 2017

**EXHIBITIONS** / NO TRANSLATION REQUIRED: ARTISTS BOOKS IN GEORGIA & GERMANY, 2009

**LANGUAGES** / FLUENT IN GERMAN

## affiliations

HAPPY SECRETS SKETCH COMEDY GROUP, 2018

LEAGUE OF WOMEN VOTERS, 2016

CLEVELAND RUN CLUB, 2006

KENT STATE UNIVERSITY CHAPTER OF THE AMERICAN ADVERTISING FEDERATION,  
Vice President, 2002 / Creative Director, 2001