

Cassidy Toulan.

Las Vegas, Nevada • DesignbyCassidy.com • casstoulan@design@gmail.com • 443-286-1319

EDUCATION

Bachelors of Fine Arts, Notre Dame of Maryland University

EXPERIENCE

Reverie Tattoo & Piercing • Freelance Designer & Social Media Manager

July 2025 – Present

- Partnered with the shop manager to refresh the Reverie brand and elevate its digital presence.
- Developed a social media design system with templates, typography, and video content to boost engagement.
- Redesigned the website with updated artist profiles, improved UX, and new CTAs to drive bookings.
- Refined brand visuals and tone across platforms for a cohesive, elevated look that matched the studio's reputation.

Eighth Square • Brand & Events Marketing Designer

January 2024 – July 2025

- Developed full creative suites for national conferences, including signage, media kits, social graphics, promotional materials, presentations, banners, and sponsor assets, ensuring cohesive branding and polished event experiences.
- Expanded event reach through coordinated social campaigns and digital assets.
- Created brand guides and templates to unify cross-channel design for external clients.
- Oversaw onsite execution and collaborated with vendors to maintain visual alignment across all touchpoints.

Fouever Lane • Brand Manager

June 2023 – December 2023

- Directed creative and advertising strategy across photo, video, and digital campaigns, ensuring cohesive brand voice and on-time media execution.
- Partnered with the owner to translate brand strategy into bold, engaging creative.
- Managed paid, owned, and earned media campaigns across social, email, and digital, increasing sales by 23% and strengthening brand visibility.
- Developed and managed social strategy across Instagram, TikTok, and Pinterest to grow reach and engagement.
- Managed Shopify and Klaviyo creative to ensure consistent, high-quality execution across all channels.

Aston Carter • Lead Brand Designer

March 2021 – June 2023

- Led multi-platform campaigns for B2B and B2C audiences, maintaining consistency across print, digital, and video.
- Directed creative strategy and storyboarding for video ads in collaboration with production teams.
- Collaborated with developers, copywriters, and designers to redesign 30+ web pages, aligning UI/UX with brand identity and accessibility standards.
- Designed and executed email marketing campaigns in collaboration with the program manager and external agencies for Google Ads creative, tracking campaign performance and reporting on engagement and ROI.
- Produced global labor market report assets distributed to 7,000+ clients.
- Managed creative workflows using Monday.com, mentoring designers and ensuring cohesive deliverables.

iHeartMedia • Sales & Marketing Designer

November 2017 – March 2021

- Collaborated with cross-functional teams to produce branded assets for sponsorship packages, pitch decks, event branding, and social media content.
- Designed client presentations with strategic messaging and visual storytelling to secure six-figure deals.
- Created brand identities for local radio stations, including logos, signage, and social content.
- Photographed live events and concerts for promotional marketing use.

SKILLS

Brand Strategy, Creative Direction, Campaign Management, Social Media Strategy, Content Creation (CapCut, Instagram, TikTok), Art Direction, Photography and Video Production, Web Design (Figma, Shopify, Squarespace, WordPress), Email Marketing (Klaviyo, Mailchimp), Paid Social Advertising (Meta Ads Manager, TikTok Ads, Google Ads), Copywriting, Project Management (Asana, Monday.com, Slack, Wrike), Adobe Creative Suite (Illustrator, InDesign, Photoshop, XD, Premiere Pro), Microsoft Office (Excel, PowerPoint, Word), Event Software (Aventri, Cvent), Client Relations, SEO, Market Research, UX/UI