



clesage18@gmail.com · (704) 351-7235 · www.cameronlesage.com

I am a creative and hard working marketing and graphic design specialist with a passion for crafting engaging visual experiences. Possessing a Bachelor's degree in Graphic Design and a Masters degree in Marketing, I bring a unique blend of strategic thinking and creative flair to every project. I am proficient in industry standard design software, specializing in typography, layout design, and digital media, ensuring that every design element is meticulously crafted to enhance brand identity and consumer engagement. My ability to seamlessly integrate strategic thinking with design aesthetics makes me a valuable asset in any marketing or creative team.

EXPERIENCE

Graphic Designer- Contract
MP Consulting

September 2024 - Present

- Design a variety of assets for clients, such as flyers, brochures, business cards, and more.
- Utilize applications within Adobe Creative Cloud, such as Photoshop, Illustrator, InDesign
- Collaborate with Marketing Managers to discuss client vision and requirements
- Work on tight deadlines and manage multiple tasks simultaneously

Local Social Media Manager
Pure Barre

September 2024 - Present

- Schedule and design posts for Instagram and Facebook
- Utilize brand assets and plan to follow corporate brand guidelines
- Film/photograph and edit short videos and images in studio for use on social media

Marketing Coordinator
GSR Andrade Architects

August 2023 - June 2024

- Created and executed proposals for clients
- Managed social media accounts and created social media for daily postings
- Implemented external campaigns to bring brand awareness
- Planned and coordinated events, such as trade shows, workshops, and networking

Graphic Design Intern
Sparrow

May 2021 - August 2021

- Designed image and video content for Social Media to expand branding
- Worked closely with digital marketing teams to create paid content for advertising across multiple platforms
- Collaborated with head designer to create brand guidelines and brand specific visuals for web content

Intern
The Foundation For Tomorrow

January 2018 - June 2018

- Assisted in the creation and launch of TFFT social media accounts
- Designed layout for annual newsletter
- Developed annual fund campaign and strategy
- Traveled to Tanzania to execute annual fundraiser

EDUCATION

American University
Master of Science in Marketing

2022-2023 | Summa Cum Laude

Appalachian State University
Bachelor of Fine Arts in Graphic Design

2019-2022 | Cum Laude

CORE SKILLS

- Adobe Creative Cloud
- Marketing Material
- Social Media Management
- Creative Problem Solving
- Time Management
- Visual Design
- Figma
- Website Design
- Brand Identities
- Video Editing
- Photo Editing

ACTIVITIES

Editor
The Collective Magazine
Appalachian State University

Member
Alpha Delta Pi Sorority
Appalachian State University

Member
American Institute of Graphic Arts
Appalachian State University