

## Marketo Campaigns

### Responsive Asset Development

## Project Management

### Collaborative Teamwork

## Internal & External Comms

### Customer-Focused Problem Solving

## SOFTWARE

- Marketing automation platforms including Marketo, Informz, and SilverPop
- Adobe Creative Cloud including InDesign, Acrobat, Photoshop, Illustrator, DreamWeaver, and Animate
- Cvent, CrowdCompass, DoubleDutch
- Adobe Experience Manager
- Microsoft Office 365
- SupportCentral & ECS
- HTML, CSS, jQuery, Bootstrap 4.0, Wordpress
- Filemaker Pro 11.0
- Working knowledge of Final Cut Pro 3.0 and Adobe AfterEffects

## EXPERIENCE

### SENIOR GRAPHIC DESIGNER

*FieldCore (Prior Granite Technical Services, a wholly owned affiliate of General Electric) 8/02 – Present*

- Implement complex email marketing campaigns using engagement marketing platforms including Marketo, Silverpop and Informz. Develop campaign assets including emails, landing pages, forms, and smart campaigns. Prepare performance reports, conduct A-B testing, set up segmentations, and optimize lead lists.
- Manage Cvent programs, including the design of landing pages and emails, contact management, session and fee setup, email touches, custom report setup, integration with DoubleDutch.
- Develop CrowdCompass apps to enable easy communication with customers during events, including poll setup
- Create LinkedIn ads, Facebook ads, Twitter graphics
- Design graphics for AEM pages and add/update written content
- Translate creative concepts to finished assets for a variety of media, including html emails, landing pages, presentations, interactive presentations, display graphics, advertisements, direct mail pieces, flyers, posters, icons and logos.
- Create and maintain SupportCentral communities, including workflow forms, data forms, and processes.
- Develop and maintain ECS newsletters and articles, provide training.
- Develop user interface elements and systems that maintain consistency with established corporate branding standards.
- Manage projects start to finish within timeframe and budget.
- Effectively handle multiple tasks in a high volume, deadline-driven environment while exceeding quality expectations and meeting assigned deadlines.
- Work within the framework of an extensive set of brand guidelines, constantly striving to find new ways to communicate creatively within that structure.

### CREATIVE DIRECTOR

*VeraNet Solutions, a BiznessOnline Company, Albany NY*

*7/01 – 8/02*

- Developed and implemented a new identity for this re-branded company, from websites to advertising to sales collateral; maintained company website
- Designed and developed a variety of client websites.

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## WEBSITE DESIGNER

*BusinessOnline.com, Albany NY*

7/99 – 7/01

- Designed creative concepts, optimized web graphics and developed site components using HTML and Javascript.
- Consulted with technical lead and programmers to determine technical feasibility and cost-effectiveness of approaches.
- Conducted research to understand client's current business processes, target markets, competition, products, services, and marketing strategies; presented comprehensive formal recommendations.
- Collaborated in the development of proposals, including writing recommendations and estimating project costs.

## GRAPHIC DESIGNER

*J Squared Designs, Troy NY*

3/98 – 7/98

- Designed and illustrated a variety of print and digital materials, including brochures and invitations, stationery, catalogs, advertisements, and textbooks.

## PREPRESS OPERATOR (Freelance)

*The Image Bureau, Albany NY*

1/98 – 7/98

- Output files to a variety of media including film, RC paper, a dye-sublimation printer and large format printer; designed collateral; executed business transactions.

## GRAPHIC DESIGNER & ILLUSTRATOR

*Comprehensive Technologies International, Inc., Alexandria VA*

5/90 – 8/96

- Provided production support on proposals, contract deliverables and presentations.
- Developed marketing pieces, coordinating final production with printers.
- Designed, produced and edited the company newsletter, including development of an outline and distribution of writing assignments.
- Member of a fast-paced visual information production center at the Pentagon during the course of a three year contract.
- Illustrated complex defense systems and created extensive illustrated reports.
- Produced presentation briefings delivered to the President, House of Representatives, Senate, State Department and Offices of the Department of Defense.
- Developed extensive procedures manual detailing styles and formats for presentations.

## EDUCATION

Bachelor of Science in Graphic Design; Minor in Business Administration  
The College of St. Rose, Albany, NY. Magna cum laude graduate, May 1986

## VOLUNTEER ACTIVITIES

- Advise and mentor the Shaker High School Robotics Team
- Wrote 501(c)3 application to establish fundraising organization to support robotics team
- Member of the NY Tech Valley Regional Robotics Competition Planning Committee, supporting the annual event at Rensselaer Polytechnic Institute
- Maintain competition website, manage communications and Twitter presence