

Lauren R. Cassel

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OBJECTIVE

To contribute my knowledge and experience as web and graphic designer.

EDUCATION

Penn State University, World Campus
Bachelor of Arts in Letters, Arts and Sciences
Cumulative GPA: 3.55/4.0

University Park, PA
Expected December 2012

Harrisburg Area Community College
Associate of Arts in Web Design and Development
Graduated with Highest Honors
Cumulative GPA: 3.78/4.0

Harrisburg, PA
December 2009

Harrisburg Area Community College
Associate of Arts in Business Studies
Graduated with Highest Honors
Cumulative GPA: 3.81/4.0

Harrisburg, PA
May 2006

RELATED COURSEWORK

HTML, XHTML and XML
Adobe Photoshop
Adobe Flash

Adobe Illustrator
Adobe Dreamweaver
Electronic Commerce

Marketing
Project Management
Business Law

HONORS AND ACHIEVEMENTS

- Received the Best Graphic Designer Award at the 2010 Delta Dental Enterprise Training Awards Ceremony
- Member of the Phi Theta Kappa International Honor Society, 2003 - Present

SKILLS

- Experience creating websites and graphic design projects using Adobe Dreamweaver, Photoshop, Flash, Illustrator and Fireworks
- Strong knowledge of web code including HTML, XHTML, XML and Cascading Style Sheets
- Familiarity with JavaScript
- Proficient knowledge of programs including Microsoft Word, Excel, PowerPoint, Publisher, Access and Outlook

RELATED EXPERIENCE

Delta Dental, Mechanicsburg, PA

September 2010 – Current

Content Developer/Graphic and Web Designer

- Design and develop web-based training courses, lessons and guides provided to Delta Dental employees
- Create graphics and interactive simulations to supplement training content
- Produce web pages utilizing HTML, CSS and JavaScript for the Delta Dental Online Reference Library
- Developed and maintain an informational website on an internal Delta Dental forms program

Delta Dental, Mechanicsburg, PA

July 2006 – September 2010

Technical Writer

- Coordinated and drafted responses to Request for Proposals (RFPs)
- Created enterprise and client-specific marketing pieces, brochures, and newsletters relating to dental health and benefits
- Drafted and proofread corporate letters and documents
- Produced final proposal binders and presentations to be received by clients

Harrisburg Area Community College, Harrisburg, PA

April 2010 – Current

Non-Credit Course Instructor for Adobe Illustrator and Photoshop

- Deliver instruction for courses on Adobe Illustrator and Adobe Photoshop
- Develop lesson plans and create relevant coursework
- Provide related learning assistance to students

ADDITIONAL EXPERIENCE

Members 1st FCU, Mechanicsburg, PA

August 2005 – July 2006

Head Teller

- Supervised six to eight tellers
- Wrote staff performance evaluations, warnings, and action plans
- Performed new-hire interviews and completed new associate orientation
- Coached employees on policies and procedures
- Ordered cash shipments and supplies
- Provided member customer service
- Promoted three times in four years

REFERENCES

Available upon request.