

CASSIE URBENZ

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EDUCATION

University of Florida - B.F.A. in Theatre Production with an Emphasis in Scenic Design
Minor: Sustainability

PROFESSIONAL EXPERIENCE

CAMPBELL SPELLICY ENGINEERING

Marketing Coordinator

JUNE '22 - OCT '22

- Created social media posts, including copy and graphics.
- Updated and created graphics for branding and professional distribution.
- Documented events, news, and partnerships through a newsletter sent through Mailchimp.

SHERWIN WILLIAMS

Keyholder

OCT '20 - JUNE '21

- Acted as manager-on-duty, handled customer service.
- Assisted customers in color and design choices.
- Ensured product was ordered and available for customers.
- Guided customers in paint type and sheen choice, ensuring use of the correct product.

PURE TEAM GLOBAL

Graphic Designer

MAY '19 - SEPT '19

- Made designs for campaigns using the Adobe Suite (primarily Photoshop, Illustrator, After Effects, and Premiere)
- Designed promotional content and merchandise, wrote copy.

LEADERSHIP EXPERIENCE

VOLUNTEERS FOR INTERNATIONAL STUDENT AFFAIRS

Vice President of Communications

JAN '23 - PRESENT

- Re-established a liaison organization for multicultural student groups to put on events together.

UNIVERSITY OF FLORIDA STUDENT GOVERNMENT

Arts Senator

MAR '22 - PRESENT

- Served on the Information and Communications committee, which acts as the public relations body for the Student Senate by posting on the senate instagram, hosting events, and facilitating the mentor/mentee program.

Vice Chair of Marketing for Student Government Institute

- Created a full branding package to facilitate bringing the event back in-person for the first time in 5 years, establishing a reputation not only for SGI, but the University of Florida Student Government as a whole.

COTA WORKING GROUP COMMITTEE

Undergraduate Representative

AUG '19 - JAN '20

- Gathered feedback from different parties within the College of the Arts, specifically the School of Theatre & Dance.
- Reported findings to both the Dean of the College of the Arts and the Dean of the School of Theatre and Dance in a public Town Hall meeting attended by faculty, administration, and students.

HONORS AND AWARDS

Ethel L. Ingraham Theatre Scholarship

Awarded to an outstanding undergraduate or graduate student in production; and undergraduates in performance and dance; excellence in the field.

Stephen Root and Romy Rosemont Scholarship

Awarded for outstanding academic and creative achievement.

SKILLS

Professional experience with major graphic-creation softwares, mastery of marketing and branding experience from relevant coursework, developed efficiency due to graphic design experience starting in 2016, deep understanding of event planning from experience with International Thespian Honors Society and Delta Nu Zeta, experience with printed work from 3 prior publications (one magazine feature in Gelee's first edition, magazine layouts for Frothy's second edition, one as an illustrator of a children's book), strong visual storytelling background from theatrical experience, deep understanding of teamwork.