

CASSI GALLAGHER

<https://www.linkedin.com/in/cassigallagher>
ccgall@gmail.com | cassigallagher.com

RELEVANT EXPERIENCE

Production Artist

Sesame Communications | Seattle, WA
2010 – 2011 (Freelance) & 2014 – Present

- Assist the social media team with the creation and graphic design of client's social media accounts resulting in an average of 13 social media clients launched per month.
- Use diligent HTML, CSS, and copywriting knowledge to run all website edit requests through quality assurance.
- Use knowledge of daily tasks to create reference articles in the company's knowledge base.

Writer, Content & Email Marketing Manager

The World is Fun | Seattle, WA | 2011 – Present

- Write content for email newsletters, grant narratives, blog posts, and as-needed projects.
- Overseeing the creation of 2 new member automated emails in addition to the 3 regular monthly newsletters.
- Spearheaded the transition to mobile-friendly email design resulting in roughly a 20-30% higher click-through rate.

Playtest Coordinator

Microsoft via Kelly OCG | Redmond, WA | 2012 – 2013

- Support Microsoft Studios by managing a database of 40,000 eligible participants to recruit for market research studies
- Create documents to screen eligible participants to find the best fit for the study at hand

Technical Support & Community Manager

Big Fish Games | Seattle, WA | 2010 - 2012

- Used technical and game-related knowledge and strong customer support skills answer question and track issues.
- Explained technical troubleshooting with easy-to-understand instructions
- Maintained an above 95% customer satisfaction rating

Online Editor

Klipsun Magazine | Seattle, WA | 2010

- Edited, managed, and brainstormed online content and web presence of the magazine
- Created and managed social media sites

EDUCATION

Western Washington University

Bachelor of Arts

Visual Journalism

SKILLS

Front-End Skills

HTML5

CSS

Wordpress

Design Skills

Adobe Photoshop,

Dreamweaver, Illustrator

Experience with Content Management Systems and Content Marketing