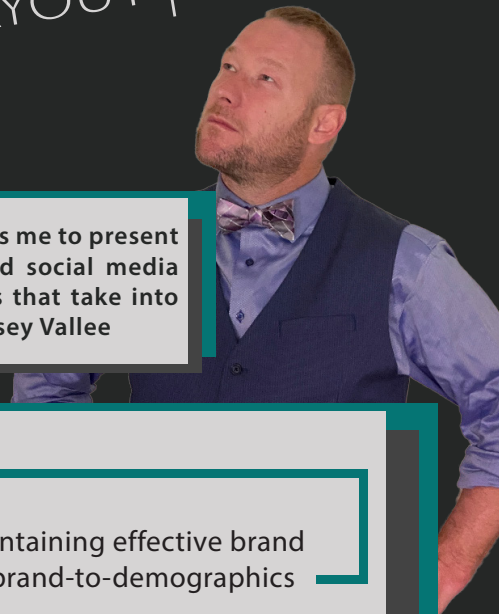


cvalleedesign@gmail.com | 928.308.0695

CVALLEE DESIGN

BRANDING | CREATIVE | MARKETING | LAYOUT | CONTENT



"I find collaborating directly with companies and their employees allows me to present authentic branding and word of mouth content through website and social media marketing. My mission is to develop key lead-generating applications that take into account budget and upkeep to maintain long-term sustainability." - Casey Vallee

BRANDING

Brand identity is essential to consumer recognition across all platforms. Maintaining effective brand continuity provides customer base loyalty and longevity. Finding the correct brand-to-demographics relationship is vital to social media and marketing campaigns.

FORWARD-FACING | LOGO | SOCIAL | WEB-PRESENCE



CREATIVE

Multimedia is broader than ever. Creating visual assets to coincide with content opens up all avenues of influence. Developing media across all platforms is key to having up-to-date material and showing relevance to modern users and subscribers.



INFOGRAPHICS | VIDEO | PHOTOGRAPHY | NEWSLETTERS

MARKETING

Identifying the target audience is key to user experience and interaction. Writing content that piques user interest and develops engagement allows for me to utilize creative contact form strategies and click-through ads to increase conversion.

WEB FORMS | EMAIL CAMPAIGNS | CALL-TO-ACTION | CPC



LAYOUT

Knowledge is power. Keeping this information in a structured format provides ease of access to readers and viewers. Designing a visual experience around this key data develops subconscious trust to users. From colors down to font choices, all aspects are important in the process.



PRINT MEDIA | EZINES | POST STRUCTURE | ONLINE FORMS

CONTENT

Search Engines need the questions users are asking, to be answered. The importance of creative writing and having a branded voice is more vital than ever. Meeting with staff members to accurately represent the company is powerful when developing content.

ON-PAGE SEO | BLOGS | BIOS | PRODUCT DESCRIPTION



EXPERIENCE

PRESCOTT HOUSE | 2016 - CURRENT | **WEB & DESIGN DIRECTOR**

TDHAZ | 2020 - CURRENT | **VIRTUAL TOURS & WEB DESIGN**

PRESCOTT ACTION CENTER | 2020-2021 | **LOGO & WEB DESIGN**

BURRO RV PARK | 2019-2020 | **DOMAIN & SEO AUTHORITY**

VINTAGE BRASS SHOP | 2012 - 2021 | **E-COMMERCE SPECIALIST**

RESPSHOP | 2011 - 2013 | **E-COMMERCE SPECIALIST**

PRESCOTT COUNTRY CLUB | 2006 - 2010 | **MARKETING & TECH**

AMERICAN APPAREL | 2008 - 2009 | **DOMAIN & SEO AUTHORITY**



AAS GRAPHIC DESIGN | HTML CERTIFICATE | MICROSOFT ADVISOR

cvalleedesign@gmail.com | 928.308.0695