



Makenzie Cashero

makenziecashero.com

makenziecashero@gmail.com

734.649.2328

PROFESSIONAL EXPERIENCE

Graphic Designer

Wolverine Worldwide | August 2024 – Present

- Created visually stunning and high quality designs and layouts across print and digital media that reflected a high level of craftsmanship and attention to detail.
- Guided the visual identity and graphic standards for the brand.

Visual Communications Specialist

Wolverine Worldwide | April 2022 – August 2024

- Constructed a strong brand identity for the portfolio that is consistent throughout corporate initiatives and marketing efforts using designated colors, iconography, typography, patterns, and photography.
- Worked cross-functionally with the portfolio of brands, including Merrell, Saucony, Chaco, Sperry, Sweaty Betty, and Hush Puppies to align on marketing initiatives, new launches, and upcoming projects in order to share cohesive deliverables on a corporate level to the organization's internal and external stakeholders.
- Developed visual and written content for a variety of internal and external communication channels, while also managing the social media accounts including LinkedIn, Instagram, and Facebook.

Internal Communications Designer

United Wholesale Mortgage | June 2021 – March 2022

- Collaborated with corresponding teams to forecast communication and marketing needs for upcoming campaigns, initiatives, events, and launches.
- Planned and spearheaded marketing content for large-scale events and the internal content management system for over 10,000 employees.
- Designed effective marketing collateral by utilizing appropriate typography, color, and style based on project type.

Graphic Design Intern

Rocket Central | October 2020 – June 2021

- Created print and digital marketing pieces including logos, one-pagers, presentations, emails, illustrations, branding, and reports.
- Worked on several projects simultaneously while handling multiple clients, deadlines, and deliverables.

Project Management Intern

OneMagnify | June 2019 – August 2019

- Assisted in managing multiple Ford Motor Company projects by effectively communicating between creative, analytics, and strategy departments to define project requirements and achieve client goals.
- Aided in direct marketing efforts including social, email, and website.

EDUCATION

Grand Valley State University, Allendale, MI

Bachelor of Science in Advertising and Public Relations
Minor in Digital Studies
2016- 2020

Richmond, The American International University, London, United Kingdom

Studied Art and Architecture
Summer 2019

INVOLVEMENT

Wolverine Young Professionals Board Member

2022 – Present

Collaborated with fellow board members to build an environment that develops the next generation of business leaders through social activities, networking functions, and volunteer opportunities.

SKILLS

Creative

Brand development, content creation, advertising, animation, communication planning, visual communication strategy

Technical

Adobe Creative Suite, Figma, Microsoft Office, photography, social media management, Procreate, project management