



201.923.4698



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JasonCassel.com



Watertown, MA

Core Expertise

Design and Creative

- Adobe Creative Suite
- Copywriting and Editing
- Graphic and Web Design
- Visual Storytelling

Marketing and CRM

- Brand Development
- Digital Marketing
- HubSpot
- Pardot
- Salesforce

Technology and Platforms

- ChatGPT-4o
- Grammarly
- Microsoft Office 365
- Midjourney
- SharePoint
- WordPress

Education

- Generative AI Content Creation, Vanderbilt University, 2025
- Prompt Engineering for ChatGPT, Vanderbilt University, 2024
- Certificate in Digital Marketing Solutions, Boston University, 2018
- B.A. in Graphic Design, Curry College, 2005

JASON CASSEL

Graphic Designer | Marketing Specialist

Creative marketing and design professional with 10+ years of experience delivering high-impact visual content and digital assets across B2B and B2C environments. Proven ability to lead branding and marketing initiatives from concept to execution, collaborating cross-functionally to deliver results. Adept with Adobe Creative Suite, marketing automation tools, and AI platforms to support integrated campaigns and corporate communications.

EMPLOYMENT HISTORY

May
2023 -
Current

Senior Marketing Manager

HaystackID | Boston, MA

- Develop branded visual and written content for use across digital and marketing channels.
- Create high-quality case studies, RFPs, presentations, and digital assets.
- Collaborate across departments via Microsoft Teams to align on messaging and approvals.
- Oversee brand consistency and visual identity across internal and external assets, ensuring alignment with company voice and positioning.
- Partner with subject matter experts to translate technical insights into accessible, high-impact marketing narratives.

2015 -
2023

Graphic & Web Design Specialist

VDC Research | Natick, MA

- Produced clean and compelling marketing collateral, product visuals, and client testimonials.
- Ensured brand consistency across all digital and print designs.
- Supported internal teams, including Sales, HR, and Strategy with all design and visualization needs.

2009 -
2015

Digital Marketing Associate

Travel Research Advisors | Boston, MA

- Created and optimized marketing materials to support travel industry research and promotions.