

ALISON CASWELL

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EDUCATION

Whitworth University, Bachelor of Arts

Communications, Strategic Communication Track

Visual Communication Minor (Art & Communication Interdisciplinary Minor)

Business Minor

GPA 3.99

EXPERIENCE

Crossroads Bible Church

Graphic Design & Media Coordinator | August 2022 – January 2024

Graphic Designer | January 2024 – Present

- Designed unique event branding and executed marketing strategy for Christmas events and services two years in a row. Christmas Eve attendance increased 63.5% from 2023 to 2024.
- Increased Instagram following by 6.7% through regular, strategic posting with exciting visuals.
- Defining new brand identity by creating a brand style guide and implementing a new logo, colors, & fonts.
- Complete a large volume of projects with timeliness including sermon series identity designs, mailers, website management tasks, social media posts and ministry specific design projects.
- Meet weekly Sunday deadline for new posters, in-service slides, promotional screens and more.

Whitworth Dornsife Center for Community Engagement

Graphic Design Specialist (Student Leader) | January 2020 – May 2021

Communication Specialist (Student Leader) | September 2021 – May 2022

- Team manager for three day long community engagement trip which had a \$2,683 return on investment. ROI is based on Washington State Volunteer ROI (\$31.42 per hour).
- Proposed and actively re-branded of the Dornsife Center with communications team. Including new logo, brand style guide, enhanced social media presence, and more.
- Maintained Instagram following of nearly 1,000 followers through consistent posting, hashtags, and introducing Instagram Reels. Reels received 3,500-5,000 views.
- Delivered over 30 print and digital projects in 13 months including logos, posters, newsletters, infographics, and more for center events, trips, and projects.

Design Intern | World Wide Group™ | June 2021 — August 2021

- Developed award box for members of the organization who reach Platinum level, still in use today.
- Designed logo for annual Free Enterprise Days event. Seen by over 16,000 people during the event.
- Built website wireframes in Adobe XD for annual Product Blast event web page.
- Designed surveys, brochures, supplementary training materials and more for Independent Business Owners.

SKILLS & PROFICIENCIES

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|---------------------|----------------------|-------------|------------------------|
| • Adobe Illustrator | • Adobe Photoshop | • Procreate | • Microsoft Teams |
| • Adobe InDesign | • Adobe Premiere Pro | • Canva | • Microsoft PowerPoint |