

Cassandra LC Troy

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Professional Experience

Sustainability, Communications & Engagement Specialist

University of Richmond
May 2018 - Present

Manage office brand and all digital and print communications, support programming and event planning

Training Director

World Horizons USA
March 2018 - January 2019

Design curriculum, plan events, coordinate classes, and manage interns in a long-term cross-cultural training internship

Communications Coordinator

University of Richmond
May 2016 - May 2018

Manage print, digital, and social media communications; design signs and promotions for programs and events

Communications Director

World Horizons USA
November 2015 - March 2018

Manage all external communications and promotion via web, print, and social media; oversee staff and interns

Graphic Designer

Coffee Haus

May 2015 - November 2015

Design new packaging and promotional materials

Communications Intern

World Horizons USA

September 2014 - May 2015

Create print and web graphics, manage social media accounts

Visual Design Intern

Backpack Studios

January 2014 - May 2014

Work remotely in German to create promotional material and animations

Education

Purdue University

MS Communication
Masters Certificate in Strategic
Communication Management

GPA: 4.0

Graduated December 2018

Virginia Commonwealth University

BFA Communication Arts
BA German

Certificate in Product Innovation

Graduated Magna Cum Laude

August 2014

University of Vienna

Certified B2 Level German

July 2014 - August 2014

University of Ankara

Intensive Turkish Courses

June 2015 - September 2015

Honors & Awards

Gold Winner

Collegiate Advertising Awards
2017

Merit Winner

Educational Advertising Awards
2017

Professional & Academic Development Scholarship

Virginia Commonwealth University
2014

Volkmar Risch Memorial Scholarship

Virginia Commonwealth University
2014

Award for Excellence in German

Virginia Commonwealth University
2014

Presidential Scholarship

Virginia Commonwealth University
2010-2014

Exhibitions

Group Show

Middle East
September 2017

Group Show

Middle East
July 2016

Group Show

South Asia
March 2015

Gallery Edit

Richmond, VA
June 2014

Group Show

North Africa
March 2017

Gallery Edit

Richmond, VA
April 2016

Gallery Edit Pop-Up

Los Angeles, CA
March 2015

Gallery 5

Richmond, VA
May 2014

Skills

Graphic Design
Illustration
Photo Retouching
Digital Photography
Web Design & Management
Social Media Management
Brand Development
Copywriting
Event Planning
International Trip Coordination

Software

Illustrator
InDesign
Photoshop
Wordpress
Cascade
Microsoft Office

Languages

English
German