

# Cassiana Gudgenov

## Selected Work Experience

**Playdom/Merscom LLC** Chapel Hill, NC. 09.2009-07.2010  
Int'l Project Manager / QA Engineer / Graphic Assistant.  
Managed top tier social gaming localization projects.  
Ensured quality of social games and designed & transformed marketing assets.

**Freelance Artist** Durham, NC. 12.1999-Present  
Graphic Artist & Designer.

**Somerhill Gallery** Durham, NC. 07.2007-09.2009  
Executive Assistant / Graphic Designer.  
Assisted Gallery Director and created all graphic media (print & web) in 37+ year old established business.

**Staffinders UK** Glasgow, Scotland. 01.2007-06.2007  
Office Manager / Administrative Assistant.

**KIPE, UNC-Chapel Hill** Chapel Hill, NC. 08.2005-09.2006  
Executive Assistant to the University Entrepreneur-in-Residence at the Kenan Institute of Private Enterprise.

**Tar Heel Temps** Chapel Hill, NC. 08.2004-08.2005  
Administrative Assistant, Kenan-Flagler Business School.

**Chelsea Theater. Chapel Hill, NC.** 12.1999-05.2008  
Sr Associate. Managed ticket booth and concessions part-time at this art film theater.

**Weaver Street Market. Carrboro, NC.** 08.2000-08.2004  
Specialty Department Associate & Barista.

**Cat's Cradle, Carrboro, NC.** 09.1999-05.2001  
Associate. Premier rock club with a capacity of 600.

## Education

University of North Carolina at Chapel Hill.  
Bachelor of Fine Arts, Studio Art. Aug 2007.

## Languages / Travel

Native fluency in French. Conversational Portuguese.  
Western & Eastern Europe, British Isles, South America, Canada & US.

## References

Brandon Tyndall Playdom, Inc 919.272.8464	Joseph Rowand Somerhill Gallery 919.688.8868	Buck Goldstein UNC - Chapel Hill 919.966.3682
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## Contact Information

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## Skills Overview

### Social Media

Experience in localizing online social media games into various international markets by managing all aspects of assigned projects. Extensive social media knowledge and familiarity. Over five years experience with blogging platforms, including Blogger, Typepad, LiveJournal and WordPress. Created, wrote and maintained my past employer's blog (somerhillgallery.wordpress.com) and my own (blog.cassiana.com). Created and updated employer Facebook page and Twitter page. Responsible for the development and implementation of social media strategy and content aligned with the brand and business goals of employer. Solid foundation in SEO including Google Analytics. Wrote monthly press releases, sent to local and national media outlets & publications.

### Graphic Design

Over six years of graphic design experience using the Adobe Creative Suite programs. Designed all graphic media (print & web), including national magazine advertisements & monthly invitational announcement mailers sent to Somerhill Gallery's 8000+ mailing list. Designed and sent bi-weekly XHTML & CSS email newsletters created with Dreamweaver to Somerhill Gallery's 3000+ mailing list. As a freelance graphic artist, designed brand identities and websites for clients & myself. Designed various advertisements and posters for local musical acts.

## Skills

Photoshop	HTML	Office Suite
Illustrator	CSS	RSS/Atom
Dreamweaver	InDesign	Wordpress
Coda	FTP	Goldmine
JIRA	SVN	WorldServer
ArtSystems	Mac OS	Windows OS