

# CASSIANA GUDGENOV

**CONTACT** cell: 919.360.8376 email: cgudgenov@gmail.com

**SKILLS** **Advanced Knowledge:** Microsoft Word, Excel, Outlook, PowerPoint; Adobe Photoshop; ArtSystems  
**Intermediate Knowledge:** Adobe Dreamweaver, Illustrator, InDesign; HTML, XHTML, CSS  
**Platforms:** Windows & Mac – 17 years

**EXPERIENCE** **SOMERHILL GALLERY, Durham, NC** ([www.somerhill.com](http://www.somerhill.com)) (July 2007 – May 2009)  
**Assistant to the Director/Graphic Designer** (May 2008 – May 2009)

- Assisted Gallery Director in all manner of projects as second-in-command
- Became the gallery liaison to 100+ currently represented artists
- Responsible for all aspects regarding continually changing featured exhibitions (~10/year)
- Created all graphic media (print & web) including monthly invitational announcement mailers to 8,000+ client list as well as local and national advertisements
- Designed HTML & CSS bi-weekly email newsletters sent to 3,000+ email list
- Transformed press-ready images & wrote press releases
- Managed and updated gallery website, including images & portfolios, artists works & installation shots
- Counseled clients in framing design in gallery's 37 year-old custom framing division

**Front-of-house/Office Assistant** (July 2007 – April 2008)

- Managed daily administrative aspects of prominent art gallery
- Became fluent in ArtSystems account & inventory program
- Created and updated customer accounts
- Generated billing and tracked all gallery sales
- Produced reports, memos and correspondence as needed
- Maintained calendars, set appointments & arranged travel for Gallery Director
- Dealt directly with customers in high-end sales
- Created & updated Gallery blog to update community on Somerhill news
- Directly assisted Director with hiring search process of new employees, including advertising, tracking applicants, interviewing, selection of candidates and thorough training of new hires
- Promoted to Assistant to the Director/Graphic Designer after 9 months

**FREELANCE ARTIST** ([www.cassiana.com](http://www.cassiana.com))  
**Graphic Artist & Web Designer** (Dec 1999-Present)

- Designed brand identities and websites for clients
- Managed consultations, project management, layout design, print & web design, search engine optimization and website maintenance
- Designed various advertisements and posters for local musical acts and clubs

**STAFFFINDERS UK, Glasgow, Scotland** ([www.stafffinders.co.uk](http://www.stafffinders.co.uk))  
**Administrative Assistant** (Jan 2007-June 2007)

- Sent to a variety of positions, including Office Manager of a Production Agency
- Processed invoices, scheduled and coordinated multiple schedules
- Made travel arrangements, directed telephone calls
- Created, assembled, labeled and mailed packets to national media outlets

**THE KENAN INSTITUTE OF PRIVATE ENTERPRISE, Chapel Hill, NC** ([www.ki.unc.edu](http://www.ki.unc.edu))  
**Executive Assistant to the University Entrepreneur-in-Residence** (Aug 2005-Sept 2006)

- Organized and set all travel arrangements
- Managed daily diary co-ordination and correspondence

**Administrative Assistant/Receptionist for the Kenan Institute** (Aug 2005-Sept 2006)

- Charged with front desk reception of a busy research institute
- Maintained and amended a large contact database as well as media cahiers

**TAR HEEL TEMPS, Chapel Hill, NC** ([hr.unc.edu/jobseekers/tht](http://hr.unc.edu/jobseekers/tht))  
**Administrative Assistant** (Aug 2004-Aug 2005)

- Worked in a university setting helping and assisting staff of various departments including the Kenan-Flagler Business School, the Graduate School, and the Law School.

**OTHER  
RELEVANT  
EXPERIENCE**

**CHELSEA THEATRE, Chapel Hill, NC** ([www.chelseavarsity.com](http://www.chelseavarsity.com))  
**Senior Associate** (Dec 1999-May 2008)

- Managed tickets and concessions part-time at this local art film theatre for over 8 years

**WEAVER STREET MARKET, Carrboro, NC** ([www.weaverstreetmarket.com/](http://www.weaverstreetmarket.com/))  
**Specialty Department Associate** (Aug 2000-Aug 2004)

- Interacted with customers, maintained and tracked inventory for the Pastry and Bread Department at one of the most successful organic supermarket co-operatives in the US

**CAT'S CRADLE, Carrboro, NC** ([www.catscradle.com](http://www.catscradle.com))  
**Associate** (Sept 1999-May 2001)

- Worked at the premier rock club in the Southeast US with a capacity of 600
- Sold merchandise & tickets, and helped managers in various aspects

**EDUCATION**

**THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL, Chapel Hill, NC**  
Bachelor of Fine Arts, Studio Art (Printmaking) August 2007.

**LANGUAGES**

**French** (fluent in speaking, writing & reading); **Portuguese** (speaking).

**INTERNSHIPS  
& VOLUNTEER  
WORK**

**MERGE RECORDS, Chapel Hill, NC** ([www.mergerecords.com](http://www.mergerecords.com))  
**Intern** (Apr 2000 - Aug 2000)

Assisted Director of Promotions in organizing, assembling & sending press packets, as well as dealing with all publicity aspects of this independent record label.

**TELEVISION STUDIO 4, Sao Paolo, Brazil**  
**Intern** (Summer 1999)

Assisted the Executive Producer/Director

**INTERNATIONALIST BOOKS, Chapel Hill, NC** ([www.internationalistbooks.org](http://www.internationalistbooks.org))  
**Volunteer** (Jan 1997- Jan 1999)

Charged with special book orders, re-shelving stock, and general business transactions at this progressive community bookstore.

**TRAVEL**

Western & Eastern Europe, British Isles, South America, Canada & US.