

Cassandra (Cass) von Braun

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Professional Experience and Fields of Special Interest

Principal, creative services studio doing business as Nine3.com. Producer and project manager providing art direction, production design, coordination, editorial assistance, copywriting, graphic design, illustration, layout and pre-press for a varied clientele in interactive and traditional media. Concurrent with operation of Nine3 as an independent vendor of creative services, held staff positions as follows:

Art Director, Abt Associates Inc., Cambridge. Full managerial and artistic responsibility for all aspects of all jobs performed by the Abt/GRAPHIC studio, for the larger company and its clients. Senior managerial and creative responsibility for production of a broad range of end products in various media. Combine well-developed writing skills with expertise in presentation.

Designer, Greater Boston Chamber of Commerce, Boston. Full artistic and technical responsibility for printed products of the Greater Boston Chamber of Commerce and the Artery Business Committee. Generate copy for events announcements and collateral materials. Day-of-Event organizing at venues for Annual Meeting and other Chamber-sponsored events. Copy edit informational sections of the Chamber's annual Membership Directory.

Related Skills and Services

Multimedia Services for the World Wide Web — Design, code, color correct, and convert graphics and text files for the Internet, supporting Adobe CS (Illustrator, GoLive, PhotoShop, InDesign, ImageReady, Flash), Quark XPress, Microsoft Office (Word, Excel, Powerpoint), Dreamweaver, Homesite, BBedit, Acrobat, Fontographer, Streamline, Final Cut, and a host of other minor web authoring tools including audio tools, in multiple file formats; upload files to servers, develop cyberpublicity strategies.

Graphics Services for Print — Design, layout, specification, typography, line art, photography, illustration and pre-press for products including but not limited to corporate identity, annual reports, informational brochures, sales brochures, direct mail advertising and collateral, books, book jackets, survey research forms, questionnaires, and technical documents, as well as exhibit design and execution. Macintosh and Windows platforms supporting most popular software packages (see above).

Copy and Editorial Services — Assist clients in developing concepts; generate copy and/or art for products including but not limited to informational and sales brochures and reports, magazines, press releases, and advertising. Copy editing and proofreading.

Video and Audio Services — Production design, art direction, and in-studio set-up. Script, direct, shoot, narration, editing, titling, and soundtrack (DV).

Sculpture and Couture — Design and execution of three dimensional constructs in hard and soft sculpture.

Composer, Singer/Songwriter, Musician — Music, book and lyrics for concert and musical stage.

Education

Certificate, Creative Continuum, Bentley College and Massachusetts College of Art "Mini-MBA," 2007.

Certificate, Summer Film Institute, Stephens College, Columbia, Missouri, 2006. As a member of a film crew, shot a one-hour TV pilot rotating tasks between camera, sound, lights and art department. Captured and edited HD DV stock, created titles, and wrote a trailer for a future episode of the show. With an independent film unit under the tutelage of James Eckhouse, directed, shot and edited my own script.

Certificate with high honors, American Academy of Arts Digital Filmmaking Bootcamp, 2005. Wardrobe Department Key Person, Designer of film titles and credits.

B.F.A. cum laude (with honors), Stephens College, Columbia, Missouri.

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Provide Marketing Communications and Creative Services for the following selected list:

Milton Players — Member of the board of directors as Publicity Chairman of this community theater group entering its 79th year of performances. Initiate and lead campaigns to raise funds, increase brand recognition, extend outreach and enhance public perception of the organization's contributions to the culture of the town of Milton and contiguous communities in theater and the arts and education.

Massachusetts Auto Dealers Association — Concept, graphic design and illustration for on-site signage, banners and flags exhibit materials, and print collateral supporting annual meeting and charity fundraisers (Manufacturers Cup Golf Tournament and AutoShow Preview Night Gala). Designer contributor in organization's evolving identity (logo design, brand development).

Blanchard Press — Graphic design, production and pre-press for offset printing (full range of print products); occasional art direction and vendor relations for a variety of environmental products ranging from outdoor signage to tradeshow displays (full time staff).

Allegra Print and Imaging, Woburn — Graphic design, production and pre-press for offset printing (full range of print products); occasional art direction and vendor relations for a variety of environmental products ranging from outdoor signage to tradeshow displays (part time staff).

MIT Department of Physics Development Office — Develop fundraising materials, produce events such as academic symposia and memorial dinners honoring Nobel laureates and a host of distinguished donors and benefactors. Administer Pappalardo Fellowship. Develop copy and edit copy, design and produce print and display materials for the department and its faculty members. Manage contact lists, develop menus and other accoutrements for lunch and dinner events with guests numbering in the dozens to 500 or more. Interact with hotel event manager and technical staff supporting audio/visual needs for presentations (full time staff).

Allegra Print and Imaging, Cambridge — Graphic design, production and pre-press for offset printing (full range of print products); occasional art direction and vendor relations for a variety of environmental products ranging from outdoor signage to tradeshow displays (part time staff).

Merrimack College — Course instructor: "Advanced Web Imaging," "Photoshop," "Multimedia Elements" and "Flash." Design and produce course catalog and direct mail instruments (adjunct faculty, Webmaster Certification Program).

Foley, Hoag — Art direction and graphic design for this leading law firm's initial presence on the World Wide Web.

Prentice Hall — Senior responsibility for development of math specs for Algebra I and Geometry programs; creative director for Multimedia Math workbook series, including cover designs and executions; designer for packaging reprints for Multimedia Math; lesson design, spot illustration, and photo specification for Algebra I textbook.

Greater Boston Chamber of Commerce — Graphic design and mechanicalization of a full range of print materials supporting events and meetings including invitation packages, programs, newsletters, and press packages. Editorial art direction, graphic design and mechanics of the annual Membership Directory. After I departed the organization, the Membership Directory project was discovered to be of a scale too great for staff to handle and was thereafter contracted to an outside vendor.

Fitch, Inc. — Editorial art direction of the Suffolk Law Wall, a public walking tour of Boston's legal history mounted at Bromfield St., Tremont St., and Hamilton Way in downtown Boston. Copy edit and write informational panels, suggest topics, photo research and incidental original photography, mechanicalize panels, interact with media vendor and architect. Environmental signage for Worcester Fashion Outlets.

Squantum Yacht Club — "Barnacle" Design, copy edit, illustrate, mechanicalize and broker printing for the monthly newsletter; **Lipton Cup Regatta** — Generate press releases, design T-shirts, develop graphic identity for the annual regatta sponsored by the Lipton Tea Company.

CastAces — For the production company, produce live shows and package for distribution works for concert presentation and the musical stage. Write, design and produce public relations materials, press kits, advertising and media. Book venues, contract sound and lighting, provide production design.

Personal

Pursue creative writing and producing interests in theater, music and film. Sailor, gardener and tailor.