

William Casey White

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PROFESSIONAL EXPERIENCE

REHOBOTH ART LEAGUE

Rehoboth Beach, DE

Communications Coordinator

Jan 2024-Present

Graphic design and visual assets for the Rehoboth Art League, serving over 15,000 members annually. Attracting new visitors through engaging designs, while supporting website and promotional materials.

- Create engaging posters, logos, brochures, infographics, layouts, and mailers to promote events, classes, and 10+ annual exhibitions increasing attendance and community engagement.
- Manage five to ten projects simultaneously, meeting tight deadlines, staying within style/brand guidelines, and paying close attention to details before hitting final production.
- Maintain consistent and professional communication channels with the Executive Director, marketing assistants, and interns highlighting collaborative efforts in fostering a cohesive team environment.
- Utilize WordPress to update and maintain website development daily, ensuring content is up-to-date, organized, and visually appealing to enhance user experience.

LIGNOLIX

Newark, DE

Visual Communications Intern

Aug 2022-Jun 2023

Provided strategic guidance for Lignolix, advocating phased market entry to enhance credibility in the wood industry. Conducted research insights to recommend innovative solutions and analyze the value chain. Gained insights into branding, consumer behavior, and user experience design, enriching problem-solving skills and engineering principles.

- Conducted hands-on market research, identified four market segments, and leveraged data-driven insights to continue product development.
- Contributed to coordinating and collaborating with a diverse team of six undergraduate students to hand off market research to a \$2.5M Department of Energy grant winner graduate student, helping establish a strong business startup foundation and setting the stage for successful entrepreneurial business.
- Delivered a year-long research findings presentation to an audience of entrepreneurs, utilizing visuals and storytelling techniques to engage audience with key insights, strategic decisions, and market expansion plans.

APPLE

Newark, DE

Sales Specialist

Mar 2020-Mar 2022

Dedicated Specialist at the Apple Store, committed to creating positive customer interactions and engagement. Skilled in understanding and meeting unique customer needs, upholding Apple's quality of service and guidelines.

- Assisted 25+ customers daily, utilized questioning to build rapport, and applied product knowledge to deliver tailored solutions; directly contributed to an increase in sales push over a two-year period.
- Educated interested customers to use specialized Apple and Adobe applications to better their device experiences and expand customer knowledge.
- Achieved 100+ five-star positive feedback reviews through effective communication, customer engagement, and professional demeanor

EDUCATION

UNIVERSITY OF DELAWARE

Newark, DE

Bachelor of Fine Arts

2019-2023

- Awards: 2022 Summer Scholarship, \$4000 Stipend - Independent study
2023 Summer Fellowship, \$2000 Stipend - Independent study
- Clubs: 2022-2023 - Review Newspaper - *Illustrator/Photographer*

ADDITIONAL INFORMATION

- Technical Skills: Photoshop, InDesign, Illustrator, HTML/CSS, WordPress, Microsoft 365, Procreate, Google SEO, Figma, Sharepoint