

# Danielle Wassmer

Newtown, Connecticut

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## Education

Central Connecticut State University

Bachelor of Arts, Graphic/Information Design

## Experience

### Graphic Designer

**SoundBodyX Fitness Studio**

Norwalk, CT | June 2025 - Present

Designer of signage, paid ad content, short-form promotional videos, merchandise, print templates, informational graphics, and marketing emails. Led website redesign.

### Social Media Associate

**Brookfield Craft Center**

Brookfield, CT | Nov 2020 - May 2025

Designer of content for all social media, web, print, and email marketing channels.

Launched paid ad campaigns, tracking and reporting key metrics for web and social media.

### Graphic Designer

**Central Student Activities and Leadership Development Department**

New Britain, CT | August 2023 - May 2025

Designer of branding, print, merchandise, and social media graphics for student organizations. Managed projects concurrently, directly communicating with clients, soliciting feedback, and ensuring projects met client goals and deadlines.

### Graphic Designer

**Central Ruthe Boyea Women's Center**

New Britain, CT | Oct 2021 - May 2023

Designer of branding, merchandise, promotional print, and signage for RBWC events, student organizations, support groups, campaigns, and conferences.

## Leadership & Involvement

### President, Secretary

**Central American Institute of Graphic Arts Student Chapter**

Spring 2023 - Spring 2025

Organized professional development and networking meetings and events.

Forged relationships between students and local design organizations and companies through studio visits and alumni lectures.

### Graphic Designer, Member

**Central Students for Justice in Palestine**

Fall 2024 - Spring 2025

Designer of club logo and branding, flyers, social media posts, signage, and merchandise.

## Skills + Tools

Design - Adobe Creative Suite, Figma, Cavalry, Blender, Maya 3D

Marketing - Constant Contact, Meta Business Suite, Google Analytics

Web - HTML, CSS, WordPress, Cargo, Shopify