



LET'S CONNECT

Portfolio

veronicacasce.com

Contact

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EDUCATION

BFA in Graphic Design

University of Florida

SOFTWARE

Design • Adobe Creative Cloud, Figma, Canva, CapCut

Web & CMS • WordPress, Wix, Squarespace, SharePoint

Project Management • Trello, Google Workspace, Microsoft Teams & Office 365, Notion

Analytics • Google Analytics GA4, Meta Business Suite

SKILLS

- Strategic Campaigns
- Digital Marketing, SEO, & SEM
- Email Marketing & CRM
- Content Creation & Social Media Management
- Data Tracking & Analysis
- Public Relations
- Event Planning & Promotion

LANGUAGES

English • Native

Spanish • Proficient

ACHIEVEMENTS

ACHA American College Health Association Conference Speaker

Atlanta, GA • May 2024

- Topic: Gen Z Marketing

UF NEXT Conference Speaker

Gainesville, FL • December 2023

- Topic: Lifelong Wellbeing for UF Professional Staff

Featured Work at Ligature 31 & 32 Juried Exhibitions

Gainesville, FL • 2022 & 2023

- Host: UF Vox Graphis

RELEVANT EXPERIENCE

Marketing and Communications Specialist II • UF Housing & Residence Life

Gainesville, FL • April 2024 - Present

- Managed communications for 32 residence halls and graduate and family housing villages, overseeing digital and print marketing, social media, and website content to maintain brand consistency and effectively engage diverse resident populations.
- Developed and executed email campaigns reaching 50k+ students using CRM software, improving engagement rates and enhancing the student experience.
- Partnered with the UF central marketing team to create social content for accounts @uf florida, @ufstudentlife, and @ufhousing, engaging 320k+ followers.
- Collaborated with Admissions and Preview (orientation) to create branded materials for Decision Day, welcoming thousands of incoming students.
- Created a cyclical communications calendar for recurring campaigns including move-in, recontracting, resident assistant recruitment, and signature events.
- Analyzed KPIs to measure campaign performance and optimize future strategy.
- Advised the Inter-Residence Hall Association (IRHA), a university-sponsored student organization, providing strategic guidance on marketing and communication efforts.
- Implemented environmental and wayfinding design including vinyl decals, A-frame signage, yard signs, and feather flags to support move-in of 10k+ student residents.
- Coordinated multi-phase photo shoots and 360° virtual tours for 100+ spaces on campus, collaborating with operations, finance, custodial and facilities teams.

Marketing Coordinator • UF GatorWell Health Promotion Services

Gainesville, FL • May 2023 - April 2024

- Researched trends among UF students, popular culture, and current events to shape marcom strategies, ensuring relevance and engagement across platforms.
- Amplified messaging for the Division of Student Life partners to reach an audience of 30k+ social media followers.
- Spearheaded and launched a comprehensive, responsive redesign and optimization of the GatorWell website to improve user interface and experience.
- Onboarded and supervised a team of marketing staff, overseeing daily operations, schedules, and project management workflows.
- Developed and maintained social media content calendars, analyzed metrics, and optimized engagement strategies.

Graphic Designer • UF GatorWell Health Promotion Services

Gainesville, FL • September 2021 - April 2023

- Collaborated with UF health promotion specialists to design 16 unique biweekly health communication materials focused on sustainable behavior change.
- Branded the annual Gators Bounce Back event, engaging 5k+ students.
- Designed a multi-page report visualizing UF data from the National College Health Assessment, making key health trends accessible to stakeholders.
- Prepared marketing materials for various channels and oversaw projects through all stages from concept to production.

Graphic Designer • UF Mint Design Studio

Gainesville, FL • January 2022 - April 2022

- Developed brand guide and promotional assets for UF Student Success, a support organization for students, ensuring alignment with UF brand standards.
- Drafted and proposed a Standard Form of Agreement for Design Services, following American Institute of Graphic Arts (AIGA) guidelines.
- Presented concepts, processes, and final designs to 100+ division directors and partners within the Student Success program.

Graphic Designer • Paramount Aviation Services

Miami, FL • April 2021 - August 2021

- Designed large-scale truss display for Paramount's annual appearance at the World Aviation Training Summit (WATS), attended by 2k+ flight training professionals.
- Presented and collaborated in meetings with the company President, VP, and CEO.
- Managed all print communication with the external print company.
- Marketed company strengths with promotional assets like info cards and emailers, which were used both at WATS and at the main office in Miami, FL.