

# NAIYA CASSIDY RESUMÉ

DESIGN • BRAND DEVELOPMENT

MARKETING STRATEGY • WEB DEVELOPMENT • SEO

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## PROFESSIONAL SUMMARY

I'm a designer, brand strategist and Fractional CMO with 20+ years of experience shaping identities, campaigns, and experiences across print, digital, and video. I lead brand and creative initiatives with research-driven strategy that ensures every visual and message aligns with business goals. I leverage AI tools to explore ideas, accelerate workflows, and maintain high-quality output - while staying deeply engaged in building polished, effective assets. Collaborative and adaptable, I excel at guiding teams and projects from concept to execution, ensuring clarity, cohesion, and impact across every touchpoint.

## KEY SKILLS

**Brand & Identity Leadership:** Build and evolve visual systems that give brands clarity, personality, and cohesion across channels.

**Research-Driven Creative Strategy:** Use customer insights, market data, and performance metrics to guide branding and campaign decisions that achieve measurable outcomes.

**AI & Digital Tools:** Integrate AI (Midjourney, Runway, ChatGPT) alongside Photoshop, Illustrator, Figma, Canva, and Premiere to enhance ideation and production.

**Content & Visual Storytelling:** Plan, create, and oversee graphics, photography, and video content that communicates ideas and engages audiences.

**Retail & Campaign Design:** Translate strategic goals into visuals and campaigns that connect with customers and strengthen brand presence.

**Team Collaboration & Project Leadership:** Guide cross-functional teams, integrate feedback efficiently, and ensure creative vision is clear and executable.

**Hands-On Execution:** Comfortable taking concepts from research and strategy through design to finished assets—ensuring consistency and impact across print, digital, and video.

## RELEVANT EDUCATION

1988/1990 - Platt College of Design - San Francisco CA - Commercial & Graphic Design

1990/1992 - Art Academy - San Francisco CA - Graphic Arts / Illustration

## RELEVANT WORK EXPERIENCE

### Fractional CMO & Brand Strategist | [Brand Maestra](#)

Remote | 2020 –Present

- Act as a fractional CMO, partnering with founders and teams to clarify messaging, align marketing with business goals, and build systems for consistent, effective outreach.
- Develop and execute integrated marketing strategies across digital, print, and video platforms to increase visibility, generate leads, and drive customer engagement.
- Lead website redesigns and optimization projects to improve user experience and align with business objectives, resulting in significant traffic and conversion increases.
- Build and implement comprehensive SEO strategies, including on-page optimization, content strategy, and local SEO, leading to measurable improvements in search rankings and organic traffic.
- Utilize AI tools for content planning, SEO audits, and workflow efficiencies, integrating emerging technologies into strategy while maintaining brand voice and quality.
- Create and manage content pipelines, asset libraries, and editorial calendars to keep marketing efforts organized, consistent, and adaptable.
- Produce original photography and video content to strengthen brand storytelling across channels.
- Collaborate with founders and teams to align creative direction with practical execution, ensuring consistency across websites, social, email, and print.
- Use data insights to refine strategies, improve campaign effectiveness, and identify growth opportunities.
- Provide guidance on marketing processes, customer journey mapping, and scalable workflows tailored to each client's stage of growth.

### **Owner & Brand Strategist | [Sea and Sky Mobile Massage](#)**

Redington Shores, FL | 2018 —Present (in the process of selling)

- Founded and grew a successful massage practice, establishing a clear, approachable brand in a competitive market.
- Executed a comprehensive SEO strategy, achieving top rankings for key search terms and expanding reach across the region.
- Managed customer communications and online presence, maintaining a loyal client base and consistent 5-star reviews.
- Oversaw content creation for the website and social channels to maintain brand voice and customer connection.
- Managed and trained part-time staff while ensuring brand consistency and customer experience.
- Created comprehensive SOPs for all operations.
- Currently in the process of transitioning ownership to ensure client continuity.

### **Owner & Brand Strategist | [Lucis Aeterna](#)**

Remote | 2016 —Present

- Founded and built a niche e-commerce brand specializing in historical and art-based apparel, managing everything from branding and design to customer experience and fulfillment.
- Developed and executed marketing strategies combining SEO, content marketing, and social media to drive targeted traffic and build a loyal customer base.
- Created and maintained an e-commerce site with optimized product listings, user experience, and structured data to improve search visibility and conversions.
- Shot and edited product photography and video content to support launches, enhance storytelling, and increase engagement across platforms.
- Designed and managed content calendars, email marketing campaigns, and seasonal promotions to align with audience interests and drive sales.
- Integrated print-on-demand systems and streamlined operational workflows, allowing for efficient scaling while maintaining brand quality and customer satisfaction.
- Applied AI tools for keyword research, content planning, and workflow efficiencies, keeping the brand adaptive to emerging technologies and market shifts.