

GRAPHIC DESIGNER

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EXPERIENCE

Senior Social Content Creator | Jan 2021 - Current

Pathfinders Advertising

- Curated monthly social media content calendars for clients across all social media platforms.
- Consulted with clients and the marketing team to identify strategies.
- Created over 20+ carefully crafted monthly assets across Instagram, Facebook, Twitter, and LinkedIn, from initial concept to final execution.
- Defined the visual style and atmosphere for nutrition, beauty, automobiles, and cat litter, while overseeing the selection of monthly post types to ensure optimal audience engagement
- Directed photoshoots and retouched product photography for all social media platforms.
- Drove strategic planning meetings to develop the best solutions for high-traffic social posts.

Graphic Designer | May 2018 - Jan 2021

All About Signs

- Provided strategic design consultation to clients
- Created designs and produced printed outputs using large format printers and plotters.
- Produced, designed, and implemented logos, signage, decals, vehicle wraps, and banners for diverse clientele.

Graphic Designer | October 2019 - May 2020

Minnesota State University, Mankato

- Generated designs catering to multiple departments at Mankato State.
- Collaborated with different departments to pinpoint effective design strategies.
- Crafted logos, posters, social media campaigns, buttons, and stickers through design

Graphic Designer | June 2018 - June 2019

Fourteen Foods, Minneapolis MN

- Guaranteed brand uniformity across all marketing materials, upholding Dairy Queen's distinct identity and amplifying brand presence.
- Prepared design documents according to printing prerequisites.
- Remained current with design trends and top marketing practices, integrating creative concepts into projects for a competitive advantage.
- Created posters, coupons, brochures, banners, billboards, tickets, a monthly mailer, stickers, and logos for various Dairy Queen locations.

EDUCATION

BFA in Graphic Design | 2020

Minnesota State University, Mankato

Marketing Minor

Second Concentration Photography

Dean's List, Magna Cum Laude, GPA: 3.7

OBJECTIVE

Creative brand designer seeking job opportunities to amplify brand awareness through impactful visuals.

SKILLS

Adobe Creative Cloud

Illustrator, Photoshop, Lightroom, InDesign, Premiere Pro, Adobe XD

Office 365

Sheets, Slides, Docs, Forms & Drive

Social Platforms

Instagram, TikTok, Facebook, Twitter (X), LinkedIn, BeReal,

Additional

Photography, Figma, Final Cut Pro, Sprinklr, Dropbox, Mavenlink, Procreate, Vimeo