

# Maranda Weibel (*Steinmetz-Robey*)

## EDUCATION

### University of Wisconsin - Eau Claire (2011-2015)

*Bachelor of Arts in Graphic Design*  
*Business Administration Minor*

- UW-Eau Claire Honor Roll (2011-2015)
- Art Student Association Member (2012-2015)
- Recreation Marketing Team Member (2014-2015)
- University Centers Marketing Team Member (2015-2016)

### Chippewa Valley Technical College (2009-2011)

*Liberal Arts Transfer Program*

## WORK EXPERIENCE

### Inver Hills Community College & Dakota County Technical College - Marketing & Communications

*Graphic Arts Specialists (3/22 - Present)*

- Designed and developed 'The Inver Hills Bees' as the new college mascot for Inver Hills Community College
- Create and maintain college marketing material through graphic design skills that align with the colleges' strategic plan and mission values
- Collaborate with Marketing & Communications team to develop marketing campaigns targeting prospective and current students
- Build general college brand awareness through consistent and creative marketing using and developing innovative designs while staying within brand guidelines
- Involvement with On-Campus faculty/staff photography shoots, DCTC Open House, Foundation Gala, DCTC graduation, Graphic Design Portfolio Showcase Event, and Dakota County Regional Chamber of Commerce Annual Golf outing event
- **NCMPR Member (6/22 - Present)**

### Smartpress (Subsidiary of The Bernard Group)

*Graphic Designer (6/17 - 3/22)*

- Planned, created, and produced compelling client-directed designs, and layout concepts and prepared existing digital files for print production
- Worked closely with the marketing team to create concepts and assets for marketing campaigns
- Assisted clients with artwork decisions and best print practices through excellent customer service skills while sustaining a 4.9-star rating for the Layout Services page on the Smartpress website
- Worked closely with well-renowned businesses such as; M Health Fairview, Anytime Fitness, and Waxing the City creating custom design work using each of their brand standards
- Collaborated with design team members on innovative and improving production methods

## SKILLS & PROGRAMS

### Adobe Creative Suite



### Skills

Large & Small Format Print, Branding, Social & Web Advertising, Marketing Campaigns, Basic Video Editing, Basic HTML/CSS

### CliftonStrengths®

Relator, Connectedness, Positivity, Intellection, Learner

### Rod-N-Bobb's Inc.

*Assistant Manager/Graphic Designer (5/16 - 6/17)*

- In charge of sales and shipment duties of all products purchased by distributors, dealers, and consumers
- Worked with bookkeeping software, QuickBooks®, to reconcile monthly and monitor inventory
- Conducted product photography and stop-motion animations for social media
- Designed stationery, product packaging, new product assembly layouts, website banner ads, weekly email blasts, etc.
- Developed and managed social media accounts
- Attended multiple vendor/consumer trade shows

### Graphic Design Internships

#### ○ University Centers Marketing & Communications (5/15 - 1/16)

- Worked within brand standards to market and promote events and activities across the campus
- Designed a variety of small and large format print and multimedia graphics
- Worked collaboratively in marketing meetings to ramp up campus involvement
- Developed new concepts for the university mascot

#### ○ University Recreation & Sport Facilities (2/14 - 12/15)

- Developed a new branding identity for UW-Recreation
- Updated all stationery, email signatures, print products, and building signage
- Designed a variety of small and large format print products to market campus-wide
- Developed and managed social media accounts

