



MARANDA 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

SKILLS & PROGRAMS

ADOBE CREATIVE CLOUD



Print & Web

Large & Small Format, Branding, Packaging, Templates, Marketing Campaigns, HTML/CSS, Email Blasts

CliftonStrengths®

Empathy, Positivity, Restorative, Adaptability, Realtor

WORK EXPERIENCE

Smartpress (Subsidiary of The Bernard Group)

Graphic Designer (6/17 - Present)

The Bernard Group encompasses multiple companies under one roof, excelling in visual merchandising in small and large format print and direct mail.

- Plan, create, and produce compelling client-directed designs, layout concepts and prepare existing digital files for print production
- Assist clients with artwork decisions and creation through excellent customer service skills
- Design a variety of small and large format print products for well renowned businesses
- Collaborate with design team members on innovative and improving production methods
- Create multiple variations of web graphics and email blasts

Rod-N-Bobb's Inc.

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

Rod-N-Bobb's Inc. is a 25-year old family owned fishing manufacturing company.

- 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 for Rod-N-Bobb's Inc. and Zoneloc
- Helped with hiring and interview management
- Attended multiple vendor/consumer trade shows

RAM Group Inc.

Graphic Designer (1/16 - 5/16)

RAM Group Inc. is a garment manufacturer that specializes in dye sublimation and embroidery.

- Designed apparel and accessories for print production
- Created advertisements for marketing promotions
- Constructed customized logos and brand standards and delivered multiple options to clients
- Developed and improved mascot logos

University Centers Marketing & Communications

Graphic Design Internship (5/15 - 1/16)

UCMC is a Campus wide marketing and design team that overlooks and approves brand standards.

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

University Recreation & Sport Facilities

Graphic Design Internship (2/14 - 12/15)

URSF encompasses a marketing and design team for all University Recreation departments.

- 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 the University Recreations instagram account