



## 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*

### WORK EXPERIENCE

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

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

- Create, maintain and upgrade college marketing material through graphic design skills and content editing skills for use in print and digital marketing and advertising
- Maintain digital photo/video library for use in print, digital and web projects
- Provide marketing coordinator support and assistance to the Marketing & Communications Department as assigned and directed by the Marketing & Communications Director
- Involvement with On-Campus faculty/staff photography shoot, 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, layout concepts and prepared existing digital files for print production
- Worked closely with 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 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 own brand standards
- Collaborated with design team members on innovative and improving production methods

### SKILLS & PROGRAMS

#### Adobe Creative Suite



#### Skills

Large & Small Format Print, Branding, Packaging, Templates, Web Advertisement, Marketing Campaigns, Basic HTML/CSS

#### CliftonStrengths®

Empathy, Positivity, Restorative, Adaptability, Relator

#### 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 campus
- Designed a variety of small and large format print and multimedia graphics
- Worked collaboratively in marketing meetings to vamp 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