

RENEE QUEVEDO

Driven / Imaginative Thinker / Teammate

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RELEVANT EXPERIENCE



Brand Strategist NFM - Home Retailer

// May 2021 - Present Omaha, NE

- + Manage the brand aesthetic and tone in all internal communications
- + Develop brand strategies for special projects across NFM
- + Maintain the NFM brand
- + Design graphics for internal campaigns and initiatives



Creative Brand Manager Four Sisters Boutique - Women's Clothing Boutique

// Sep. 2019 - Present Omaha, NE

- + Manage the social media team
- + Maintain the ecommerce store
- + Develop & maintain email & SMS marketing campaigns
- + Design exclusive Four Sisters Boutique products
- + Help support the management of store front employees



Freelance Graphic Designer

// Ongoing Omaha, NE

- + Support the My Gameday Collection brand with graphics for their website and social media
- + Support the Rockbrook Village marketing team with designs for ads and event marketing



Associate Creative Archival - Creative Agency

// Jan. 2019 - Sep. 2019 Lincoln, NE

- + Strategized concepts for adidas, adidas Originals, Spotify Premium & Hollister
- + Researched trends regarding Gen Z for *Almanac* publication
- + Developed the sell-through of ideas and design pitch decks
- + Prepared communication plans for social and IRL product activations



Marketing Coordinator Midwest Laboratories - Agriculture & Food Testing

// Jul. 2018 - Jan. 2019 Omaha, NE

- + Executed campaigns across all company social platforms
- + Curated email marketing within the CRM platform
- + Created content for the company blog
- + Designed presentation materials for our sales representatives
- + Updated company website via Wordpress

WHERE I THRIVE

Creative Strategy
Layout Design
Communication
Design Thinking
Illustration
Photography
Social Media Marketing
Product Marketing
Event Planning
Collaboration
Print Production

PROGRAM EXPERIENCE



INTERESTS

Photography, Videography
Running, Painting, Music and all things comedy

EDUCATION

Bachelor of Journalism - Advertising University of Nebraska - Lincoln

// Aug. 2014 - May 2018 GPA: 3.5
Concentrated studies: Art & Sociology

REFERENCES

Trevor Meyer - Head of Creative Strategy
trevor.meyer@archival.com

Stephanie Jarrett - Bulu - Co-Founder & CMO
stephanie@bulugroup.com

Andrew Osborn - Outdoor Research - VP of Brand Creative
andrew@ajosborn.com