

anika KRONAUGE

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<https://anikakronauge.github.io/anika-portfolio/index.html>

EDUCATION

California Polytechnic State University, San Luis Obispo

- › Bachelor of Science, Graphic Communication
- › Graphics for Packaging Concentration
- › Major GPA: 3.58
- › Conferred June 2020
- › Member of Alpha Chi Omega Sorority
- › Deans List: Spring 2018, Spring 2019, Summer 2019, Winter 2020, Spring 2020

Universidad Rey Juan Carlos

Fall 2018

Madrid, Spain

- › Intermediate Spanish fluency
- › Cal Poly Affiliate Study Abroad Scholarship

TECHNICAL SKILLS

Adobe

- › InDesign, Illustrator, Photoshop

Microsoft

- › Word, PowerPoint, Estimating with Excel

Production

- › Esko Kongsberg Digital Cutter, Esko ArtiosCAD
- › Flexographic, Offset Lithographic, Screen Printing, Dye Sublimation and Gravure printing processes
- › Lean Six Sigma

Additional

- › Photography, HTML, CSS, Squarespace

PACKAGING & DESIGN EXPERIENCE

Graphic Designer | June 2019 - May 2020

BLACK MARKET WELLNESS / San Luis Obispo, California

- › Produced high quality graphics for printed marketing collateral and product labels.
- › Utilized Squarespace to redesign website as a clean, easy way for customers to purchase and learn about each product as well as the company itself.
- › Maximized client interaction by designing and utilizing Mail Chimp for email marketing to attract new customers and establish customer loyalty

Packaging Design Competitor | Winter 2020

PAPERBOARD PACKAGING ALLIANCE / San Luis Obispo, California

- › Designed and constructed a unique package over ten weeks as a submission to the 2020 Paperboard Packaging alliance competition.
- › Collaborated on an interdisciplinary team from the Graphic Communication, Graphic Design and Industrial Packaging departments.

Senior Project | Winter 2020

San Luis Obispo, California

- › Developed a multi-layer scheduling book to be used by special education teachers for kids with Autism Spectrum Disorder working alongside a special education teacher producing multiple prototype designs.
- › Conducted research on how children with Autism spectrum disorder learn to understand audience.
- › Learned how to use the Esko Kongsberg cutter to cut and produce prototypes.

Sales and Marketing Intern | Winter 2019

UNIVERSITY GRAPHICS SYSTEM / San Luis Obispo, California

- › Collaborated on a team alongside the UGS Sales Manager in weekly tasks to help increase UGS's client base
- › Coordinated weekly tabling on campus to spread brand awareness.

Marketing Assistant | April 2018 - August 2018

BROWDER PAINTING / San Luis Obispo, California

- › Maximized social media presence with Facebook Ads as well as produced marketing collateral for their company
- › Tracked and reported client testimonials to make them available for future clients.
- › Executed hiring and delegation of a team of 5-8 neighborhood flyer droppers/ cold callers in order to advertise painting services.

ADDITIONAL WORK & VOLUNTEER EXPERIENCE

Event Sales Coordinator & Client Liaison | June 2018 - March 2020

CAL POLY CORPORATION / San Luis Obispo, California

- › Executed daily operations of the Ticket Office including: mailings, answering phones, filling orders and other duties as assigned.
- › Resolved customer seating issues, while remaining knowledgeable and current with upcoming shows to effectively accommodate customers.

Volunteer | September 2017 - June 2020

STAND STRONG / San Luis Obispo California

- › Participated in various efforts to raise donations and goods for local women's shelter through affiliation with Alpha Chi Omega Sorority.