



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 (2012-2014)
- Recreation Marketing Team Member (2014-2015)

Chippewa Valley Technical College (2009-2011)

Liberal Arts Transfer Program

SKILLS & PROGRAMS

ADOBE CREATIVE CLOUD



PRINT & WEB

Editorial, Packaging, Branding,
Advertising, HTML/CSS, Atom

WORK EXPERIENCE

Rod-N-Bobb's Inc.

Assistant Manager/Graphic Designer (5/16 - Present)

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

- In charge of sales and shipment duties of all product purchased by distributors, jobbers, dealers and consumers
- Worked with book keeping software, Quickbooks, to reconcile books monthly
- Product photography and product packaging design
- Designed business cards, product packaging, and new product assembly layouts
- Helped with hiring and interview management

RAM Group Inc.

Graphic Designer (1/16 - 5/16)

RAM Group Inc. works with corporations, teams, lifestyle brands, and both the young start-up brand and the well-established private label customers to deliver the highest quality apparel merchandise and employee work wear. Offering our customers apparel customization services from design to distribution.

- Designed and constructed apparel and accessories in preparation for print
- Created flyers for marketing promotions
- Created customized logos

University Centers Marketing & Communications

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

Marketing/design team member which provides support graphics for a wide range of clients including; athletics, event services, activities involvement & leadership, resource centers and stage crew.

- Worked within and outside brand standards for events and activities across campus
- Created multimedia marketing designs such as; brochures, posters, flyers, TV graphics, banners, social media posts, web graphics, etc.

University Recreation & Sport Facilities

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

Coordinated the marketing and design for all University Recreation departments

- Developed a new identity for UW-Recreation
- Produced marketing material, including brochures, posters, web advertisements, and large format print banners for events

Plaza Hotel and Suites

Banquet Manager, Waitress, Bartender (9/12 - 6/15)

Coordinated the marketing and design for all University Recreation departments

- Managed banquet serving team accommodating events, private parties, conferences and weddings