



## 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

#### **RAM Group Inc.**

*Graphic Designer (1/16 - Present)*

RAM 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.

- Design and construct apparel and accessories in preparation for print
- Create flyers for marketing promotions
- Create 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.

#### **The Boutique Hub**

*Graphic Design Internship (1/15 - 12/15)*

Responsible for all graphic design roles at the Boutique Hub which is a website for shoppers to make finding boutiques easy and finding new shoppers easy for boutiques.

- Worked directly with clients of the Boutique Hub to create requested projects
- Created promotional graphics for boutiques
- Created interactive eBook to enhance the customer experience
- Designed style boards for social media

#### **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
- Worked with clients across all recreation-related departments

#### **Plaza Hotel & Suites**

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

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