



MARANDA STEINMETZ-ROBEY

EDUCATION

University of Wisconsin - Eau Claire (2011-2015)

Bachelor of Arts in Graphic Design

Business Administration Minor

- UW-Eau Claire Honors Roll (2011-2015)
- Art Student Association (2012-2014)
- Recreation Marketing Team (2014-2015)

Chippewa Valley Technical College (2009-2011)

Liberal Arts Degree

SKILLS & PROGRAMS

ADOBE CREATIVE CLOUD



PRINT & WEB

Editorial, Packaging, Branding,
Advertising, HTML/CSS

WORK EXPERIENCE

University Centers Marketing & Communications

Graphic Design Internship (5/15 - Present)

Work with a marketing/design team to provide material for a wide range on clients, including; athletics, event services, activities involvement & leadership, resource centers, stage crew and more.

- Worked within and outside of brand standards for on and off campus activities
- Created multimedia marketing approaches such as; brochures, posters, flyers, TV graphics, banners, social media posts, etc.
- Regularly pitched concepts and designs to team members and clients
- Managed multiple projects with short deadlines.

The Boutique Hub

Graphic Design Internship (1/15 - Present)

Responsible for all graphic design roles at the Boutique Hub.

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

University Recreation & Sport Facilities

Graphic Designer Internship (2/14 - Present)

Responsible for the marketing and design of all entities within the Universities Recreation.

- Developed original logo for UW-Recreation
- Contributed to website and design layout
- Produced marketing material, including brochures, posters, web advertisements, and large format print banners
- Worked with a variety of clients with different levels of design knowledge

Plaza Hotel & Suites

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

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

Mike's Smokehouse

Waitress (10/10 - 2/14)

- Managed evening staff and took on cashier responsibilities
- Assisted customers to satisfy their needs