



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, Web Images

WORK EXPERIENCE

The Bernard Group

Graphic Designer (6/17 - Present)

The Bernard Group encompasses multiple companies under one roof, excelling in visual merchandising and print production.

- Design for small and large format print products, such as; postcards, brochures, calendars, books, banners, etc.
- Create multiple variations of web images
- Work directly with Sales Representatives, Customer Service Representative and clients to deliver best possible design solutions

Rod-N-Bobb's Inc.

Assistant Manager/Graphic Designer (5/16 - 6/17)

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

- In charge of sales and shipment duties of all products purchased by distributors, dealers and consumers
- Worked with book keeping software, QuickBooks, to reconcile books monthly and keep track of inventory
- Conducted product photography and product packaging design
- Designed business cards, product packaging, new product assembly layouts, website banner ads, weekly email blasts, etc.
- Managed social media pages for both Rod-N-Bobb's Inc. and Zoneloc (Instagram and Facebook)
- Helped with hiring and interview management
- Attended multiple vendor/consumer trade shows to help promote and sell company products

RAM Group Inc.

Graphic Designer (1/16 - 5/16)

RAM Group Inc. is a garment manufacturer creating a large number of garments using state of the art dye sublimation process.

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

University Centers Marketing & Communications

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

Marketing/design team member that 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