

Nate Walinder

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Education

University of Illinois at Urbana-Champaign | Bachelor of Science in Advertising, Minors in Informatics and Spanish
| Champaign, IL | 2019-2023

Geneva Community High School | Geneva, IL | 2015-2019

- Obtained Illinois Seal of Biliteracy for proficiency in Spanish at a conversational level

Employment

Marketing and Graphic Designer | Student Affairs Health and Wellbeing Auxiliaries | Champaign, IL | June 2020 – Present

- Conception, execution, and revision of healthcare-based marketing materials primarily for the McKinley Health Center at the University of Illinois at Urbana-Champaign
- Reported to the Assistant Director of Marketing for Health and Wellbeing Auxiliaries who reported to the Chief Communications Officer for Student Affairs at the University of Illinois at Urbana-Champaign
- Organize and update campaign materials for both print and digital for a market of 50,000 students using state of the art Vector and Raster graphic manipulation software and techniques
- Create complex motion graphic animation while maintaining brand consistency
- Govern the use of brand guidelines within several healthcare and wellness campaigns with a reach of more than 85,000 impressions over digital channels

Sales Consultant | Sammy's Bikes | Saint Charles, IL | March 2020 – Present

- Operate and help manage a bike shop that focuses on luxury and sports bike sales in a high- volume market
- Cultivate relationships with new customers to achieve sales objectives and provide insight into new products, features, and options
- Demonstrate product functionality and reliability, accompany prospective customers on test rides, and explain costs associated with purchase

Experience

American Advertising Federation at Illinois

President | RSVP | Champaign, IL | Summer 2020 - Present

- Manage a team of 30+ students to create experiential marketing campaigns for local and national clients through pro bono work including Insomnia Cookies & Illini Athletics
- Organize and run weekly meetings to ensure deadlines are met for events
- Source clients that are relevant and maintain those relationships across email and telephone

Graphic Designer – Illini Union Bookstore | Midnight Oil | Champaign, IL | Spring 2020

- Created content for social platforms for the University of Illinois Illini Union Bookstore in a high paced social media environment with fast turn over for events and posts.

Skills

Adobe XD | Adobe Illustrator | Adobe Photoshop | Adobe Premiere Pro | Adobe After Effects | Adobe InDesign | Extensive knowledge of entire Adobe Creative Cloud | NewTek TriCaster Digital Newsroom Production Software | Final Cut Pro X | Understanding and usage of professional video production and photography equipment | Basic Python with emphasis on data analysis