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# POLLY RIHM

« Designer. Adventurer. Animal lover.

## HELLO!

I am a creative and marketing professional with an entrepreneurial background. Experience in outdoor industry as well as hospitality industry. Well versed working in startups, quick learner and excellent multitasker. Extremely hard worker, team player and self-starter.

I am a outdoor junkie, you can find me: Skiing, fly fishing, cycling, hiking, running, snowmobiling or ski touring when I'm not working.

## EDUCATION

### UX/UI Boot Camp

University of Utah  
Feb 2021 - Aug 2021

### Adobe Creative Communicator

University of Utah 2021

### Bachelor of Fine Arts in Graphic Design

Montana State University  
Bozeman, Montana

## SKILLS & SOFTWARE

- Creative thinking & problem solving
- Adobe Creative Suite, Adobe XD
- Sublimation & Printing Processes
- Managing & creating budgets
- Ecommerce management
- HTML, Excel, Word, Powerpoint

## REFERENCES

**Mike Kilchenstein** CEO of RAMP  
435.640.7428

**Lou Hajar** GM of Townshend's Teahouses  
503.515.2461

## TOWNSHEND'S TEA & COFFEE / Co-Owner & Operator / Park City, UT 2016 - 2020

Co-owned and managed Townshend's tea & coffee house from 2016 until 2020. Unfortunately due to covid, we were forced to permanently close.

- Design, marketing & advertising
- Cultivated special space for community
- Managed build out & budget
- Designed interior space & customer flow
- Employee management
- Financial, reporting & budgets
- Inventory management & PAR levels
- Buying inventory & merchandise
- Training
- Customer service
- Day to day operations
- Managed events & partnerships
- Wholesale accounts
- POS UX
- Website management

## RAMP SPORTS / Creative & Marketing Director / Park City, UT / 2010 - 2016

Worked directly below CEO to execute as the creative & marketing director for a startup ski & snowboard company.

- Design, marketing & advertising
- Hardgoods topsheet designs
- Sublimation & graphic application
- Direct Sales
- Ecommerce website management
- Overseeing social media
- Managed OEM projects
- Budgets
- Tradeshow graphics
- All company collateral
- Graphic output management w/ factory
- Managed outside retailers (MLB, NFL, Promotive, misc retailers)

## WHITNEY ADVERTISING / Art Director / Park City, UT / 2007 - 2010

Worked directly with creative director to design for a diverse group of clients.

- Branding
- Web design (UX/UI)
- Promotional materials
- Direct mail
- Advertising campaigns & materials (Volk & Marker campaigns 2008-10)
- Photo correcting
- Tradeshow graphics
- Company collateral
- Catalog creation & editing from EU files
- Worked with programmers & photographers for projects

## FREELANCE DESIGNER / Park City, UT / 2010-12, 2020-2021

Working with local professionals and businesses to help with all their design needs, large to small. Some clients include: RAMP Sports, Suunto, Rossignol, FootBalance and Pivot Marketing Group.

- Branding & business development
- Web design (UX/UI)
- Promotional materials
- Direct mail
- Advertising
- Tradeshow graphics
- Company collateral
- Catalog design
- Social Media plans