

Caleb Sobolewski

He / Him / His

Designer, Photographer, Social Media Creative

Contact

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Profile

Student leader with experience in graphic design, photography, and videography. Manages branding, content strategy, and visual assets for multiple campus organizations with a collaborative, student focused approach.

Education

B.S. - Social Media Design Mgmt.
Northern Michigan University
Est. Grad Spring 2026

Skills

Design Tools

- Adobe Illustrator & InDesign
- Adobe Photoshop & Lightroom
- Adobe After Effects & Premiere Pro
- Figma & Canva

Creative and Technical Skills

- Visual Identity & Branding
- Layout Design

Strategy and Communication

- Social Media Strategy
- Content Writing (AP Style)
- Project Coordination

Experience

Multimedia Marketing Intern

Argonics, Inc | Summer 2024 | Gwinn, MI

- Designed digital and print content for social media, signage, and brochures for large campaigns
- Coordinated cross-team marketing efforts and project timelines
- Photographed product installs, studio images, and headshots
- Increased platform performance through strategic content:
 - LinkedIn: +40% impressions, +54% clicks, +32% engagement
 - Facebook: +23% ad reach, +1,100% organic reach

Assistant Art Director

NMU Students' Art Gallery | Fall 2022 – Present | Marquette, MI

- Leading creative direction for exhibitions, branding, and promotions
- Managing a team of 5 and fostering a positive environment
- Overseeing artist submissions, curation, and event logistics
- Coordinating with local partners to support student artists

President

NMU AIGA | Fall 2024 – Present | Marquette, MI

- Leading a large board, managing events, and creative direction
- Collaborating with faculty to support and represent design students

Event Photographer

NMU Marketing | Fall 2024 – Present | Marquette, MI

- Photographing campus events and student life
- Editing and tagging images for effective brand use and archival

Social Media Manager

NMU Superior A Cappella | Spring 2023 – Present | Marquette, MI

- Managing brand identity, content creation, and social media strategy
- Supporting group logistics and direction as a board member