



# Michelle Maret

## Graphic Designer

Mid - Senior Level

### CONTACT INFO

Phone  
574.250.4377

Email  
michellemaret05@gmail.com

### PORTFOLIO LINK

[creationsbymichelle.com/portfolio](http://creationsbymichelle.com/portfolio)

### TECHNICAL SKILLS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

MICROSOFT OFFICE

PHOTOGRAPHY

AFTER EFFECTS

Learning...

### DESIGN & MARKETING SKILLS

Logo Creation

Typography

Catalog & Magazine Layout

Branding

Photo Editing

Social Media Management

Digital Marketing

Copywriting & Proofreading

Email Marketing

Ad Creation

Menu Typesetting

Promotional Mockups

Color Theory Principles

### Executive Summary:

With over 12 years of graphic design experience, I have the ability to assess a company's/client's design needs, provide samples, make appropriate changes and complete work in a timely manner. I thrive on following branding guidelines, yet confident to be able to offer suggestions where considerations might need to be challenged.

Equal parts creative and analytical, I excel on designing marketing materials or collateral that meet or exceed objectives and expectations. Not only do I crave the metrics and analytical data, but I want to "make it pretty" with charts and graphics.

### Skills | Traits:

- Rated "Expert" on Indeed's Graphic Design and Attention To Detail assessment tests
- Adobe Photoshop & InDesign master; proficient in Illustrator
- Highly organized
- Awesome time management skills
- Works well within a collaborative environment but can also perform independently efficiently
- Well versed in both print and digital design
- Stay up to date on design trends
- Familiarity with Mailchimp and Constant Contact
- Knowledgeable in Microsoft Office/Teams, Slack, and Basecamp
- Loves Mac platform, but proficient working on PC as well
- Possess excellent writing, proofreading and editing skills
- Plenty of photography experience (and equipment)

### Education Highlights:

- Achieved a 4.0 gpa with honors in obtaining my degree
- Assumed a mentor role and embraced the camaraderie while instilling discipline and work ethic with those whom I took classes with
- Stressed striving for more than mediocrity and paying high attention to detail while maintaining a positive attitude
- Although I graduated 11 years ago, I am still asked to attend the annual graphic design advisory meeting
- Engage in "exploratory interviews" with the current student body that is required of them

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### Experience

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#### **inTech RV - Nappanee, IN** May '19 - Aug '22

*Sales & Marketing Coordinator*

Enter and manage orders, invoices and scheduling for approximately 85 RV dealers across the US and Canada. Create pricing sheets and marketing materials as well as tee shirt designs. Field customer service inquiries through calls, Facebook Messenger and emails. Photography of RV units and parts. Host and give factory tours. Event planning for our annual company sponsored campout/rally.

#### **CreationsByMichelle.com** Sept '09 - Present

*Owner & Freelance Graphic Designer*

Design and create various products and publications including business cards, brochures, catalogs, logos and marketing pieces. Also create ads, menus and hotel directories for major companies including Papa John's, Pizza Hut and Days Inn.

#### **Burston Marketing - Elkhart, IN** May '17 - May '19

*Graphic Designer Lead*

In this very demanding role, I was able to work on a vast variety of creative projects on tight deadlines. From the biggest tasks such as the creation of catalogs to making graphics for eBlasts and website graphics, I was able to successfully manage my own time as well as lead the department. In addition, I created new concepts for screen printed and embroidered products. I assisted with copywriting and creating standards for the creative department. I was in charge of the on-site commercial photography of the merchandise that the company sells.

#### **Leader Publications - Niles, MI** May '16 - Jan '17

*Graphic Designer Lead*

Before my job was eliminated due to budget cuts, I served not only as lead graphic designer, but was also in charge of some page layout and pagination for 7 newspapers and other magazine-style publications. In the time I was there, I reduced printing costs, increased readership and implemented organization standards such as file naming conventions, backup procedures and digital tidiness.

#### **Traditions Photography - South Bend, IN** Nov '10 - May '16

*Graphic Designer*

Design marketing materials, photo editing and create custom items with client's photographs (cards, photo albums, collages, etc.)

### LEADERSHIP QUALITIES

Communication  
Organization  
Time Management  
Problem Solving  
Planning  
Collaboration  
Event Planning  
Delegation  
Operations  
Enforcing Policies  
Quality Assurance  
Instruction

### EDUCATION

Southwestern  
Michigan College (SMC)  
Graduated with honors  
4.0 gpa

### REFERENCES

Keith Fishburn  
Supervisor  
inTech  
574.971.0055

Steve Erwin  
Supervisor  
Burston Marketing  
574.262.4005

Eileen Dimino  
Owner/Supervisor  
Traditions Photography  
574.271.7751

Bill Rothwell  
Instructor  
SMC  
269.357.9922