

ANNA-MARIA MEISER

Fort Collins, Colorado

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EDUCATION

- 2017-2021** **COLORADO STATE UNIVERSITY**
Bachelor of Fine Arts, *Magna Cum Laude*
Dual Concentrations in Graphic Design & Electronic Art
- 2021** **CSU, Nancy Richardson Design Center**
Design Thinking Certification
- 2013-2016** **DUTCHESS COMMUNITY COLLEGE**
Associates of General Studies, *Presidents List*

RELEVANT EXPERIENCE

- 2021-present** **ANNA MEISER DESIGN**
Small Business Design and Marketing, Freelance
- Collaborate with business owners to create and implement competitive design and marketing strategies
 - Lead brand and identity design and redesigns projects
 - Create advertisements and promotional materials
 - Design a variety of business print and digital materials from office supplies to stickers, shirts and decals
 - Conduct branding and social media audits
 - Design multi-platform SEO optimized websites
 - Social media management including: market research, growth strategies, and content creation
- 2020-2024** **CSU, COLLEGE OF NATURAL SCIENCES**
Development Artist and Marketing, VetVR
- Designed and developed the Liekos Studio and 'VetVR Veterinary Simulator' brands and visual identities
 - Built and managed the Liekos Studio WordPress website
 - Collaborated with a diverse team of CSU staff and faculty to build a complex veterinary training program
 - Lead and managed all UX design, marketing, and communication initiatives for Liekos Studio and VetVR
 - Tracked sales metrics and social media analytics to inform and improve marketing initiatives
 - Planned, designed, and managed content for VetVR's website and various social media platforms
 - Wrote engaging short and long form copywriting content
 - Coordinated photoshoots and captured/edited content
- 2019-2021** **ROCKY MOUNTAIN STUDENT MEDIA CORP**
Lead Designer and Creative Team Manager
- Managed numerous large scale publication projects
 - Designed and laid out multiple special publications with distributions ranging from 2k-20k
 - Wrote special features for The Collegian/Collegian.com
 - Created print and digital marketing collateral for local businesses and Colorado State University departments, maintaining brand standards
 - Managed and met competing deadlines and priorities

OBJECTIVE

I am a highly driven, service oriented professional with a passion for design and customer service. I have over four years of design experience and am looking for an opportunity in which I apply my skills and progress my career.

SKILLS

- Graphic design
- Marketing design
- Advertising design
- Layout design
- Social media management
- Content creation and editing
- Excellent written and verbal communication
- Attention to detail
- Solutions-oriented
- Teamwork and collaboration
- Independent task management
- Ability to multi-task, manage, and meet competing deadlines and priorities
- Copywriting and research
- Organization skills
- Interpersonal skills
- Critical thinking and problem-solving
- Conflict resolution
- Customer Service

TECHNOLOGIES

- Adobe Creative Suite: InDesign, Illustrator, Photoshop, Acrobat Pro, Premiere, and XD
- 3D and CAD Design
- MS Office Suite
- Game Engine Design

LANGUAGES

- German - Fluent
- Spanish - Elementary level, actively improving proficiency