



GEORGIANNE MACKLEM

graphic designer

CONTACT



MINNEAPOLIS, MN



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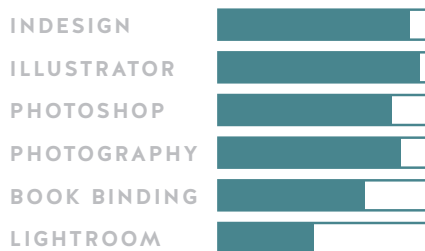
GEORGIANNECRUMMER.COM



763.438.9890

Apply my design education, work experience and unique perspective to help deliver effective marketing and branding materials through print and digital media.

PROFESSIONAL SKILLS



CERTIFICATIONS

BECOME A DIGITAL MARKETING SPECIALIST

Skills: Lead Generation · Marketing · Search Engine Optimization (SEO) · Web Analytics · Content Marketing · Digital Marketing · Google Analytics

EXPERIENCE

- NOW - 2017** **MARKETING & DESIGN DIRECTOR**
SOFIA'S COOKIES
Plan, create, execute and measure yearly marketing strategy, marketing plan and budget. Lead department in seasonal catalogs and website management. Design packaging for a variety of cookie and snack containers for marketing materials. Manage a team of three designers, and one summer intern (June-August 2022).
- NOW - 2017** **ASSISTANT GYMNASTICS COACH**
WAYZATA HIGH SCHOOL
Coach varsity and junior varsity gymnasts at Wayzata High School on floor and assist gymnasts on other events at practice and meets.
- 2016 - 2015** **GRAPHIC DESIGN INTERN**
CURIOUS CLOTHING
Re-design store website, create digital and printed marketing materials (sales emails, social media posts and in-store posters) in close collaboration with owner. Assist manager with social media and photoshoots.

EDUCATION

- FALL 2016** **POST BACHELOR STUDY**
FLORENCE SCHOOL OF FINE ARTS
FLORENCE, ITALY
Awarded one semester scholarship. Lithography, Serigraphy, Letterpress, Book Arts, Contemporary Art History, Cyanotype Photography, Renaissance Art History.
- 2016 - 2012** **BACHELOR OF FINE ARTS**
GRAPHIC DESIGN EMPHASIS
UNIVERSITY OF NORTH DAKOTA
Drawing (multiple levels), Graphic Design (multiple levels), Letterpress, Book Arts (multiple levels), Printmaking (Copper Etching, Serigraphy, Linocut), Photography, Web Design.
HONORS: Cum Laude

INVOLVEMENT

- 2016 - 2012** **DELTA GAMMA WOMEN'S FRATERNITY**
Vice President of Membership 2015, Refined and executed sorority recruitment
Delta Gamma Leadership Institute, Columbus 2015
Director of Archives 2014
- 2016 - 2013** **ALPHA KAPPA PSI CO-ED BUSINESS FRATERNITY**
Vice President of Membership 2016, Planned and organized rush events
Principled Business Leadership Institute, Chicago 2016
Director of Public Relations 2015
Graphic Designer 2014



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GEORGIMACKLEM



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