

Tasha Lindemann

CONTACT

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PROFILE

Innovative and passionate graphic designer with extensive experience in marketing and print design.

Dynamic team player, striving for effective collaboration with well developed written and verbal communication skills.

EDUCATION

BACHELORS DEGREE | 2013

Business Management
University of Sioux Falls

ASSOCIATES DEGREE | 2008

Graphic Communications
Southeast Technical Institute

TECHNOLOGY

ADOBE CREATIVE SUITE

ORACLE BRONTO

MAGENTO CRM

HTML

MICROSOFT OFFICE

CMS

SOCIAL MEDIA

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER | N3 OCEANIC, INC.

2018- PRESENT

Successfully manage and coordinate graphic design projects from concept through completion

Conceptualize and produce compelling marketing material for use in a yearly product catalog, daily email campaigns, package inserts, website, social media usage and direct mail pieces

Create designs that resonate with targeted audiences at different parts of the customer journey

Work collaboratively with senior management team on new customer acquisition efforts

Manage relationships and project schedules with all vendors used for printed marketing collateral

Play an active role in new product names and label design, including presentations to senior management

Create print ready files for product labels; according to manufacturers and FDA regulations.

Coordinate and manage photo shoots for new product launches and formula changes to existing products

MARKETING & DESIGN ASSOCIATE | INSPRO INSURANCE

2016 - 2017

Create new design concepts, graphics and layouts for business identity material, advertisements, sales presentations and other marketing based on the needs of the sales team and the client demographic

Maintain vendor relationships for printing and producing of various projects while being mindful of budget constraints

Supervise the assessment of all graphic materials in order to ensure the quality and accuracy in the design

Organize and implement system for corporate photography across 6 office locations

Management of the company's social media presence, creating posts to engage employees and clients

GRAPHIC & STRUCTURAL DESIGNER | BCI INC.

2014 - 2016

Work closely with clients to develop structure and designs layouts for packaging based on their ideas and budget restrictions

Meet with sales representatives to present and recommend design solutions that meet customer requirements for sizing, styling, costing and production deadlines

Prepare specs, instructional sheets, renderings and graphical enhancements for customer displays

Create timelines and oversee project progress

Assist in qualifying of new vendors and ordering of supplies