


evie janzen

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BRAND DESIGNER

I'm a designer with a passion for visual communication and a strong understanding of graphic and design principles looking to apply my skills as a Brand Designer

EDUCATION

B.F.A. MUSICAL THEATRE
University of Oklahoma
2017- 2021

SKILLS

PROFESSIONAL

- Strong project management skills
- Ability to multitask and meet tight deadlines
- Collaboration skills that thrive in a team environment
- Understanding of digital marketing
- Storytelling skills
- Public speaking experience

TECHNICAL

- Adobe Suite: Illustrator, InDesign, Photoshop, Lightroom
- Microsoft Suite, Google Suite
- Canva, Wix
- Social media platforms
- Etsy Shop Manager (Small business owner & operator)

PROFESSIONAL EXPERIENCE

MARKETING COORDINATOR

Balfour Beatty | April 2022 – Present

Led cross-functional project teams to produce client-facing proposals in pursuit of new work. Created visually stunning and compelling marketing materials to effectively communicate the company's branding

- Coordinated and executed marketing campaigns, including print and digital graphics, utilizing design programs like Adobe Creative Suite daily
- Maintained the company's CRM storage, ensuring that all content is up-to-date and accurate, developing a new project/employee photography system
- Innovated designs of proposals, presentations, and communications to ensure the company's brand message is delivered to clients

GRAPHIC DESIGNER

Evie Janzen Designs | 2021 – Present

Managed multiple brand development and web design projects as a designer, working to understand clients' goals and create visually appealing and functional websites and brand packages

- Utilized a range of design software, such as Adobe Creative Suite, to create wireframes, mockups, and final designs
- Collaborated with developers to ensure websites were responsive and fully functional across various devices and platforms
- Communicated effectively with clients to ensure their satisfaction with the final product and provided ongoing maintenance as needed

SOCIAL MEDIA DESIGN TEAM

The University of Oklahoma, School of Musical Theatre | 2020-2021

Contributed to the creation of visually striking social media content as part of a dedicated social media team, resulting in increased engagement and followers

- Collaborated with program managers to develop concepts that aligned with the overall strategy and tone of the brand
- Utilized design software to create eye-catching graphics and other visual elements for use in social media posts, stories, and profiles
- Stayed current with the latest trends for social media and ensured that designs obeyed the platform's guidelines for size, resolution, and aspect ratio