



Colleen M. Schneider

Marketing/Graphic Designer

EDUCATION

University of Minnesota, Twin Cities --Minneapolis, MN
Bachelor of Fine Arts, *Graphic Design*

Expected: **December 2025**
Dean's List: 6/6 Semesters
Overall GPA: 4.00

PROFESSIONAL EXPERIENCE

Brand Marketing Intern

May 2025 - September 2025

Perlick -- Milwaukee, WI

- **Event Material Creation:** Utilized brand guidelines to design all printed media with InDesign for an internal product training launch event including the event invite, agenda, TV screen opener, name tags and merchandise voucher, enhancing the overall event experience for the guests.
- **Material Brand Update:** Implemented the new brand guidelines on 10 internal PDFs, 5 PowerPoints, 3 catalogs and designed one new brochure using InDesign and PowerPoint, reinforcing the newly shaped identity of the company.
- **Photoshoot Assistant:** Participated in set-up, lighting and editing of internal promo photography of new products using Adobe Photoshop and Premier Pro, increasing efficiency of the shoot and success percentage of shots.

Digital Design Intern

May 2024 - August 2024

Top Floor Tech -- Milwaukee, WI

- **Logo Redesign:** Developed new internal networking event logo using Illustrator, communicating with the Marketing team on ideas they would like to move forward with for future branding and merchandise application.
- **Customer Research:** Created three User Personas and User Journey Maps on Excel for three different companies to aid in the direction of website development for the customer.
- **eBook Template Design:** Implemented existing brand initiatives through development of an ebook template with 22 different page layouts that will show clients different forms of information using Canva.

Marketing Intern

June 2023 - March 2024

Marlin Technologies -- Menomonee Falls, WI

- **Sales Sheets Revamp:** Redesigned sell sheets, applied to 8 existing product sell sheets, and 12 new products' on Adobe InDesign. Communicated with the Sales and Engineering teams for updated data as well as designed a more printer friendly sell sheet template on InDesign.
- **Internal Marketing Organization:** Collaborated with the marketing firm to collect, organize, and update previous and current marketing materials.
- **Company Culture Videos:** Storyboarded, recorded, and developed 5 videos on Adobe Premiere Pro to highlight the company workplace, and enhanced social media and brand presence by 3.5x.
- **Brand Material Creation:** Implemented new branding initiatives through development and design of company value posters, flyers, and 25 year logo on Illustrator.

ACTIVITIES & LEADERSHIP

Study Abroad Experience

January 2025 - April 2025

Florence, Italy

Gold Award Project

October 2020 - May 2022

Girl Scouts of Wisconsin Southeast (GSWISE) -- Brookfield, WI

- **Booklet Content and Layout:** Designed on Adobe InDesign three, 16 page activity booklets for children ages 4-6+, taking pictures of the activities for the booklets.
- **Team Organization:** Collaborated and led a team of 6 to plan the activities in the booklets and to distribute the booklets throughout the surrounding area in the Little Free Libraries.

TECHNICAL SKILLS

Adobe Creative Suites: Illustrator, Photoshop, InDesign, Lightroom. Figma, WordPress, Canva, Microsoft Office