

GRANT SCHROEDER

309.678.5295 | grantschroeder.com | grantmschroeder@gmail.com | Austin, TX

Education

Illinois State University
2011–2015
Visual Communication

Software

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Squarespace
Mailchimp
Wordpress
Sketch

Skills

Social Media Design
Branding
Web Design
Marketing + Social Strategy
Team Leadership
Project Management
Account Management

Freelance Graphic Designer

March 2021 - Present

- Designing social media graphics for various brands following prompts from clients and analysts
- Collaborating with a local business owner to create a logo, color story, and brand guidelines
- Establish logo and branding + collateral and promotional materials for a new streaming service
- Serve as the lead website designer and account manager for a digital media company
- Consistently balancing clients with differing projects, expectations, and operations
- Utilizing organizational skills to manage incoming workload and client communications

TOP Agency

Graphic Designer | May 2019 - May 2020

- Designed and conceptualized daily social content for the leading holiday platform, National Today
- Created visual content for clients — including social posts, banner ads, media kits, etc.
- Collaborated with copywriters, videographers, and our social media manager daily
- Assisted in the rebrand from PR Hacker to TOP Agency + 9 agency sectors
- Designed a monthly newsletter for the growing influencer network

GoDaddy

Senior Content Designer | March 2016 - November 2018

- Promoted to the senior level position in April 2017
- Design social graphics and marketing collateral to fulfill requests for 10k+ clients
- Promoted online campaigns for clients using social media strategy + paid ads
- Served as team lead by managing day-to-day operations + improving internal processes
- Delegated tasks to a small team and provided counsel on designs + strategy
- Coordinated with managers + other teams to deliver high-quality content for clients

Community Manager | September 2015 - March 2016

- Developed social media marketing campaigns, managed online reputations, and drove brand awareness for a wide-ranging portfolio of local businesses and national franchises
- Assisted other community managers in generating warm leads for clients as part of a specialized team dedicated to an internal product