

DESI BECKMANN

Online Portfolio | desi.beckmann@gmail.com | 605-660-1721

ABILITY SUMMARY

A detail-oriented and reliable team player with eight years of experience in graphic design across digital and print formats. Possessing the ability to conceptualize, develop, and manage compelling design campaigns, with experience handling a variety of duties within the marketing field.

EXPERIENCE

Freelance Graphic Designer

Desi Design, Sioux City, IA | June 2017 - Current

- Create high quality print and digital collateral for a variety of clients from B2B to B2C.
- Collaborate closely with business owners and marketing professionals to develop and execute graphic design strategy, branding, digital advertising campaigns, collateral, PowerPoint presentations, logos, and asset kits/style guides.
- Provide superior customer service and public relations with clients.
- Act as a proactive problem solver, communication expert, and design guru to enhance collaboration, manage assets, and maintain visibility of workflows.
- External and internal email newsletter creation including writing, image creation, and custom coding.

Business Owner

DB Pet Sitter, Sioux City, IA | March 2023 - Current

- Design and share the brand's story on Facebook, Instagram, website and print materials using industry trends, content strategy, creation and implementation on a daily, weekly and monthly basis. Maintain the brand strategy and adhere to strict brand guidelines.
- Capture compelling photos and videos daily for marketing and social media usage.
- Manage multiple projects and deadlines simultaneously without compromising on quality.
- Prioritize clients, meeting commitments, and stay on task to ensure each pet receives the time and energy they deserve, while balancing a full schedule of drop-ins, walks and overnights.

Graphic Designer

Antidote 71, Sioux City, IA | March 2021 - December 2022

- Displayed high attention to detail, organizational and time management skills while producing 700+ pieces of print and digital collateral aligning with the client's brand strategy and guidelines, using Adobe Creative Suite (Illustrator, Indesign, Photoshop, XD, Dreamweaver, Acrobat).
- Presented concepts and project development on a weekly basis to supervisors and clients.
- Displayed eagerness to learn new processes, software and skills which resulted in multiple leadership positions and becoming an Adobe Creative Jam Professional + LinkedIn Presentation top 10 finalist.
- Collaborated with social media strategists and chief creative officer to develop and manage social media campaigns from concept, creation, scheduling, and analyzing. As well as, developing and producing optimized websites for 10 companies.
- External and internal email newsletter creation for clients in the finance, technology and insurance industry including image creation, and custom coding within Hubspot.

Graphic Design Coordinator

Briar Cliff University, Sioux City, IA | August 2017 - March 2021

- Led admissions branding with "Belong. Create. Unleash.", which involved organizing and prioritizing tasks to create 1,500+ admissions flow materials and email tracks for over 100,000 recipients in one year.
- Secured multiple multi-million dollar donations by designing pitch/presentation materials including PowerPoint, mock-ups, informational packets and email campaigns for Board members and donors.
- Closely collaborated with members of the marketing team, admissions, campus bookstore, and the finance office to develop a marketing plan to sell \$800,000 in merchandise from campus bookstore.

- Custom illustrated 8 interior and exterior [murals](#) to enhance spaces and strengthen BCU's brand.
- Created and scheduled daily content for Facebook, Instagram, Twitter, LinkedIn, and Snapchat; and managed social media campaigns from concept development to scheduling and analyzing metrics.
- Directed and took 15 photoshoots to use on social media, website, and collateral. While appearing in various photo and video projects when needed.
- Aided in creation of a new website, resulting in optimizing all 1,000+ digital assets for SEO.
- Served as the 1930 Co-Chair/Marketing Director (*February 2019 - March 2021*).
 - Created and implemented [The 1930](#) branding to 80+ print and digital assets. *It won Gold in the Special Event Advertising Award hosted by [Higher Education Marketing Report](#).*
 - Directed and took editorialized photographs of student ambassadors to use on all social media platforms, a website, landing pages, and printed collateral.
 - Designed a social media campaign resulting in 150+ people attending the leadership summit.
 - Created weekly organic content to maintain Facebook, Twitter and LinkedIn accounts for 200+ members.

Marketing Director

Iowa Renewable Energy Association, Hiawatha, IA | February 2019 - February 2020; Jan 2024 - Current

- Design 10-15 on-brand social media graphics/month, update trade show collateral and/or informational packets that are distributed to 8,000 individuals.
- Worked within a budget of \$200/year to increase education around renewable energy.
- Collaborate with a cross-departmental team to establish marketing goals and create collateral.

Graphic Design Specialist.

Mount Marty University, Yankton, SD | May 2016 - August 2017

- Spearheaded the design of new branding, which included print publications and digital media graphics for 10,000 prospective students.
- Produced admissions communication track postcards for 15,000 sophomores, juniors, and seniors.
- Designed an alumni magazine, the Mount, which was distributed to 8,000 alumni, parents, and donors.
- Developed a Snapchat account, starting out with 15 followers. Within 6 months of organizing weekly student Snapchat takeovers, it grew to 450+ prospective and current students.
- Curated and optimized the content, organizational structure, and pictures on mtmc.edu.
- Collaborated with small-scale and large-scale print vendors across the Midwest.

SKILLS

Adobe Creative Suite	Independent Workstyle	Quick Learner
(Indesign, Photoshop, Illustrator, XD)	Leadership	Self-Starter
Content Creation	Microsoft Office	Solution Focused
Detail Oriented	Print Design	Strong Work Ethic
Effective Communicator	Photography	Team Player
Google Suite	Proficient in Remote Setting	UX/UI Design

EDUCATION

Briar Cliff University | 2012 - 2016

Bachelors of Arts in Graphic Design, with minors in Social Media and Marketing