



# OLIVIA MESSER

Creative design, strategically rooted

## EXPERIENCE

### MutualBank | Muncie, Ind. 47302

Marketing Specialist, Graphic Designer - December 2018 to Present

- Define the annual digital signage content strategy for 16 MutualBank financial centers both regionally and customized to each location
- Create new digital content monthly to align with the current brand standards
- Design layouts and compose copy for both print and digital advertisements
- Craft customized vinyl wraps and interactive screens for ATMs and video teller machines statewide

### Avant Healthcare Marketing | Carmel, Ind. 46032

Freelance Graphic Designer - September 2018 to October 2018

- Polished presentation designs used to educate physicians on new medications
- Worked alongside the art directors to ensure each project was on strategy
- Designed layout templates to keep a cohesive "look and feel" for future projects
- Partnered with reviewers and assisted in the quality check reviews

### Cook Medical, Urology Division | Bloomington, Ind. 47402

Graphic Design Specialist - August 2016 to July 2018

- Collaborated with the urology marketing team to plan quarterly content including print and digital ads, emails, blogs, and brochures
- Created marketing materials for sales reps to use while meeting with physicians
- Concepted and designed large-format booth graphics for urology-focused tradeshows averaging 16,000+ in attendees
- Brainstormed and developed annual sales meeting themes and visual elements with a team of 8 graphic designers and copywriters
- Art directed photoshoots for new products and services rolling out

### Dean Clean Carpet and Restoration | Indianapolis, Ind 46061

Freelance Graphic Designer - August 2017 - October 2017

- Created the official logo for this start-up carpet cleaning business
- Developed the brands positioning, visual graphics and personality
- Designed a website for the brand, including all the graphics and copywriting along with promotional materials and business cards

### Intersection Agency | Muncie, Ind. 47305

Graphic Design Intern - January 2016 to May 2016

- Designed brand standards guides to help 2 clients understand their new brand
- Served as the liaison and graphic designer for the United Way of Delaware County to develop brochures and posters for their upcoming events
- Updated promotional pieces cohesive with clients rebranding efforts (Digital & Print)
- Crafted branded event logos per clients' events

## PERSONAL

I wasn't the kid blown away by the circus, but rather by advertisements. I knew I wanted a career in marketing ever since. Although graphic design is my favorite, no piece of advertising is complete without the strategy rooted within.

## EDUCATION

Ball State University

Muncie, Ind. 47306

Bachelor of Science

Major | Advertising

Minor | Marketing

Certificate | Graphic Design

## SKILLS

 Adobe Programs

After Effects | Illustrator

InDesign | Photoshop

Premiere Pro | Animate

### Additional

- Market Research
- Content Planning
- Customer Service
- Direct Selling

## AWARDS

Most Valuable Member

American Advertising Federation - 2016

Silver ADDY

Magazine Design - 2015

