

FLORENCE GROTE

Senior Graphic Designer

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🌐 flogrote.com

EDUCATION

B.A.

Graphic Design

Upper Iowa University

📅 2018

A.A.A

Graphic Design

Hawkeye Community College

📅 2004

A.A.

Liberal Arts

Hawkeye Community College

📅 1997

SKILLS

- Adobe Creative Suite
- Graphic Design
- Creative Design
- Illustration Design
- Typography
- Digital
- Technical
- Communication skills
- Innovation
- Detail Oriented
- Collaboration
- Project Management

CAREER OBJECTIVE

Nice to meet you, my name is Flo! 21 years graphic design, customer service, branding, digital, web, print and marketing design.

WORK EXPERIENCE

Marketing Coordinator/Senior Graphic Designer

Building Products Inc

📅 Jun 2021 - current 📍 Evansdale, IA

- Led the brand development process to establish a strong and recognizable identity in the market.
- Crafted innovative marketing strategies to enhance brand visibility and drive customer engagement.
- Managed print production timelines and quality control to ensure consistent brand presentation.
- Created appealing graphic designs for a variety of marketing materials and campaigns.
- Developed project management tasks to meet deadlines and deliver high-quality results.
- Managed social media platforms to engage with audiences and drive brand awareness.

Graphic Designer

Mudd Advertising

📅 Apr 2019 - Jun 2021 📍 Cedar Falls, IA

- Designed custom digital advertising for web and social media - UX Homepage, Google My Business, Auto trader, Facebook, SRP_VDP and Display ads.
- Manage and implement inbound marketing projects.
- Execute email campaigns, mailers, and digital POP artwork using Illustrator, InDesign, Photoshop, Adobe Acrobat and Excel.
- Follow advertising guidelines and submit ads for coop advertising approval.

Art Director

PIP Printing

📅 May 2005 - September 2006 📍 Iowa City, Iowa

- Manage and deliver multiple projects with tight deadlines, ensuring all deliverables maintained high standards of creativity and precision.
- Introduced a streamlined workflow for the design team, reducing project turnaround times by 20% and allowing for rapid pivoting to accommodate client needs.

Freelance Graphic Artist

Florence Grote Design

📅 Jun 2006 - current 📍 La Porte City, IA

- Managed print production process from concept to final product delivery.
- Maintained clear and consistent communication with clients to ensure project objectives were met.
- Utilized Adobe Creative Suite to design and produce marketing materials.
- Created appealing designs for print and digital platforms.
- Met tight project deadlines while maintaining high quality standards.