

LAURA MERTZ | GRAPHIC DESIGNER

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SUMMARY: Motivated designer that took the initiative to start Strange Lines Design shortly after the Covid-19 pandemic shifted the restaurant industry permanently. Now seeking full-time position and will put Strange Lines on the backburner when full-time work is obtained.

GRAPHIC DESIGN + MARKETING EXPERIENCE

Strange Lines Design. Richmond, VA. October 2021 - present. **Owner and Designer.**

- Saw opportunity to create and market Strange Lines after being approached by several business owners to create logos, menus, and various other graphics.
- Develop and present project proposals at request of potential clients.
- Brainstorm and collaborate with clients regarding their needs and goals to get full understanding of their business, mission, and competition.
- Create the deliverables requested using principles of design and color theory.
- Present possible solutions, discuss potential changes, make edits, and deliver final product(s).
- Invoice client after completion of project.

Sentara Healthcare. June 2022 - January 2023. 6 month contract. **Communications Advisor.**

- Facilitated and reviewed internal and external customer brochures and collateral materials for branding consistency.
- Updated items including but not limited to, newsletters, disclosures, medical/medication brochures, charts/tables, etc.
- Adhered to pre-existing style guide to ensure brand uniformity.

Sugarcube Productions. December 2016 - June 2017. **Social Media & Marketing Associate.**

- Helped promote and plan a first year music festival in Culpeper, VA.
- Copywrote press releases for placement in music publications such as Jamwich Magazine.
- Managed a team of promoters to increase visibility of the event.

The Camel. Richmond, VA. October 2016 - May 2017. **Marketing/Promotion Intern.**

- Promoted a variety of concerts and events using social media.
- Designed and distributed posters for concerts and events.
- Started a monthly "Open Mic. Night" that is still in effect.

OTHER WORK EXPERIENCE

Lunch and Supper. Richmond, VA. January 2019 - present. **Server.**

The Grill at Patterson and Libbie. Richmond, VA. March 2016 - October 2021. **Server.**

EDUCATION

Virginia Commonwealth University. Richmond, VA. Graduated May 2017. **Bachelor of Science.**
Creative Advertising at the Roberston School of Media and Culture.

TECHNICAL SKILLS

Software: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Canva, Microsoft Office Suite

Social Media and Web: Instagram, Facebook, X, Wix, Square Space, WordPress

Soft skills: Copywriting, project management, client relations, web design

COMMUNITY INVOLVEMENT

Volunteers graphic design skills to Western Sun Foundation to help raise money to aid in their charity works around the country.