

LAURA MERTZ | GRAPHIC DESIGNER & MEDIA SPECIALIST

strangelinesdesign@gmail.com | strangelinesdesign.com | (804) 317-1950

SUMMARY: Motivated media specialist 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

Lunch. & Supper / Hang. Richmond, VA. March 2026 - present. **Marketing Director.**

- Manage social media platforms and websites across both restaurants by brainstorming ideas for content and following through with creation.
- Capture photo and video content during photoshoots.
- Use tools like SEO to make websites visible upon Google searches.
- Design all internal materials such as menus and promotional items.

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.

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 Robertson 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

Volunteer graphic design skills to Western Sun Foundation to help raise money to aid in their charity works around the country. May 2023 - present.