



ARIANNA SOYDARA

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TECHNICAL SKILLS

- Illustrator
- Photoshop
- InDesign
- Adobe Acrobat
- Premiere Pro
- HTML and CSS
- Big Commerce
- Microsoft Suite
- Google Suite

PROFESSIONAL SKILLS

- Social media marketing
- Brand Identity Design
- Photography
- Time management
- Excellent communicator: email, teaching, consulting
- Advanced leadership skills
- Strong critical thinker
- Great organization skills
- Limitless attention to detail

AWARDS & ACHIEVEMENTS

Dean's List – Saint Cloud State University

Academic award for maintaining a 3.75 GPA or higher for the duration of learning with the college. – 2019-2022

Academic Honors – Fergus Falls M-State Community and Technical College

Academic award for maintaining a 3.75 GPA or higher for the duration of learning with the college. – 2016-2018

Vice President of Students for Environmental Action

WORK EXPERIENCE

Blanks/USA – Creative Marketing Manager

Brooklyn Park, Minnesota | Nov 2023-Present

Researching past trends to create and maintain advertising for email blasts, printed magazines, and product samples. Creating and editing product packaging while ensuring brand integrity and consistency. Utilizing Big Commerce to update website imagery, product images, and product templates. Organizing and maintaining physical and digital files.

Minuteman Press – Graphic Designer

Osseo, Minnesota | July 2022-Present

Worked with multiple clients at a time to create a variety of deliverables for their businesses, starting from conception to the final product. Created menus, menu boards, table tents, door hangers, vehicle wraps, and posters.

Victor Lundeen Company – Printing Service Assistant

Fergus Falls, Minnesota | Aug 2018-Aug 2020, June 2023-Nov 2023

Created flyers and signage, scanned and printed artwork, assisted customers with photocopying and office product selection; assisted Sr. Printing Manager with large printing orders, business cards, and posters.

GLM Displays – Graphic Designer & Social Media Organizer

Becker, Minnesota | Sept 2020-Nov 2020

Collaborated with team to create items for the GLM brand including website banners, social media advertisements, logos, and brochures. Utilized Photoshop to place images of products into alternate backgrounds.

Independent Graphic Designer

April 2019-Present

Work with clients to create the unique image for their business, including logos, color palettes, business cards, and flyers.

EDUCATION & CERTIFICATIONS

Saint Cloud State University

BFA in Graphic Design, Minor in Marketing – 2022

Minnesota State Community and Technical College

AA in Liberal Arts – 2018

Graduated concurrently with High School Diploma

Hootsuite Platform Certification – Hootsuite Academy Social Marketing Certification – Hootsuite Academy

Certification demonstrating proficiency in the Hootsuite platform and social media marketing. – 2021