

MARISSA NEITZEL

DESIGNER

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Marissaneitzel.com



gingerandivory.com



EDUCATION

DESIGN

Bachelor of Arts
CSU Long Beach
2011 - 2015

MINOR IN MARKETING

Hogeschool Van Amsterdam
Study Abroad Program
2015 - 2016

KEY SKILLS

Illustrator
Photoshop
InDesign
Premiere Pro
Lightroom
Canva
Planoly
Squarespace
Hootsuite
Asana
Adobe XD
Figma
UxPin
AutoCAD
CorelDRAW
Solidworks
Keyshot
Marketing
Managing
Model Building
Page Optimization / SEO
Drafting
Hand Sketching
Social Media
Adobe Creative Cloud
Microsoft Suite
Google Suite

EXPERIENCE

MARKETING AND GRAPHIC DESIGNER

EWf Modern / Portland, OR / July 2020 - present

Served as the leader of Marketing and Graphic Design initiatives for a locally owned furniture and interior design studio in the Pearl District of Portland, OR.

- Provided oversight and management of the company's website, encompassing the addition of new pages, products, and updates, as well as the execution of redesigns when necessary through Squarespace.
- Successfully managed the marketing schedule, engaging in strategic planning and execution of sale events, artist events, and gallery showings.
- Demonstrated proficiency in developing, coordinating, and scheduling compelling email marketing campaigns on a regular basis.
- Produced and edited captivating photos and videos using industry-standard Adobe programs, primarily for social media platforms.
- Skillfully managed multiple social media platforms, implementing effective ad campaign strategies on Google, TikTok, Instagram, and LinkedIn.
- Designed and printed a comprehensive range of furniture signage, encompassing tags, sale collateral, wall signage, furniture information tags, price tags, catalogs, brochures, and a variety of branding materials.

LEAD GRAPHIC DESIGNER

FreeConferenceCall.com / Long Beach, CA / May 2017 - July 2020

Lead designer and manager of graphic, web, and marketing design across FreeConferenceCall.com and sister companies (CarrierX, StartMeeting, Bullhorn, and Huddle.).

- Establish and enforce brand guidelines and visual identity standards across various platforms including web, print, mobile, desktop, video, emails, and marketing materials.
- Supervise, delegate, and evaluate tasks for web designers.
- Conceptualize and create illustrations, photos, graphics, infographics, videos, and emails using Adobe programs.
- Develop content and advertising campaigns for Google, Facebook, Instagram, LinkedIn, and email marketing.
- Implement A/B tests on homepages, PPC optimization pages, web banners, mobile ads, and desktop pop-ups.
- Oversee wireframes, mockups, and high-fidelity concepts of webpages for the product development team.
- Collaborate with cross-functional teams and departments to generate design assets that align with business objectives and marketing strategies.

BLOGGER / FREELANCE DESIGNER

GingerandIvory.com / Marissa Neitzel Designs / March 2017 - Present

- Established a personal blog as a creative outlet, with a monthly average of 2,500 views and 1,000 downloads, as well as 5.3 million monthly views on Pinterest.
- Proficiently designed and customized invitations, party decor, digital e-vites, and signage. As well as designing custom logos and brand identities for clients.

SIGN DESIGN ASSISTANT

MCID Signs / El Dorado Hills, CA / July 2016 - May 2017

- Develop and draw sign design packages for clients including construction drawings, detail images, 3D mockups, renderings, and fabrication instructions.