



CARRIE MOEGER TESSMER

carriemoeger.com

ABOUT ME

I am a fully-loaded creative professional with a comprehensive background in graphic design, art direction, social media strategy, and direct-to-consumer/retail marketing across diverse industries. With over 10 years of experience, I've conceptualized and brought to life innovative marketing campaigns, compelling design, engaging copywriting, and captivating photography.

CONTACT

cmoeger@gmail.com
(715) 222-9074
Minneapolis, MN

EDUCATION

BFA Multimedia Design
University of Wisconsin-Stout

AWARDS

SPARK Design Awards
Finalist in Product Design for
Dragonfly 7 [July 2017]

SKILLS & EXPERIENCE

Art Direction
Graphic Design
DTC & B2B Marketing
Social Media & Content Creation
Photography
Brand Development

TECHNICAL

Adobe Creative Suite:
Illustrator
Photoshop
InDesign
Premiere
Dreamweaver

HTML5/CSS
Wordpress
WooCommerce
Shopify
Amazon Seller Central
Google Analytics/SEO
Hootsuite
Constant Contact
Mailchimp
Klaviyo

WORK EXPERIENCE

Prank-O Art Director (Minneapolis, MN)

[November 2021 - Present]

- Establish creative department standards for production, productivity, quality, and organization.
- Design original graphics, website content, social media, and other marketing materials as needed.
- Collaborate with operations and copywriters in creating marketing plans and aligning team priorities with business objectives so that high-quality work is delivered on time and within budget.
- Develop content and creative brief requests based on ideas from brainstorming sessions, with direction, schedules, and deliverables for freelance copy-writers.
- Analyze market trends, consumer needs, the competitor landscape, and keep track of campaign performances.
- Plan, direct, and produce photo/video shoots with products and models including capturing photo and video content for multiple platforms.
- Increased total revenue through email marketing by 36% through new email designs, marketing initiatives, and consumer flows.

Epoch Lacrosse Senior Social Media & Design Specialist (St. Paul, MN)

Previous titles include: Junior Designer, Social Media & Design Specialist

[March 2016 - October 2021]

- Managed over 5 social media accounts, developing content for Epoch Lacrosse and related partners for over 130K followers.
- Developed and launched 5-8 product campaigns per year for new products.
- Directed and produced photo/video shoots with products, models, and sponsored athletes including capturing photo and video content for multiple platforms.
- Designed marketing materials such as digital and print advertisements, product catalogs, product packaging, logos, and team artwork for equipment and apparel.
- Collaborated with internal creative team and R&D team to develop new and exciting products and technologies that consistently surpassed industry trends.
- Developed and launched the Epoch e-commerce site with new products and content to help drive hundreds of thousands of dollars in new sales.
- Wrote copy for marketing materials including press releases, social media posts, emails, website content, and technology documents.

Beehive PR Graphic Design Intern (St. Paul, MN)

[February 2015 - December 2015]

- Designed digital and print materials for clients in the areas of healthcare, post-secondary education, and apparel merchandise.
- Designed and produced posters, info-graphics, digital advertisements, event materials, email outreach, website graphics, and social media content for assigned client projects.
- Worked closely with account directors on compiling and designing monthly results coverage reports and dashboards for clients.