



CARRIE MOEGER TESSMER

carriemoeger.com

ABOUT ME

I'm a Minneapolis-based creative with over 10 years of experience in graphic design, art direction, brand management, and digital marketing solutions across a wide range of industries and government. I've developed creative multimedia content, compelling designs, and engaging photography that bring brands to life in fast-paced, collaborative environments.

CONTACT

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Minneapolis, MN

SKILLS & EXPERIENCE

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

TECHNICAL

Adobe Creative Suite:
Illustrator
Photoshop
InDesign
Premiere Pro
Dreamweaver
HTML5 / CSS
Wordpress / WooCommerce
Shopify
Amazon Seller Central
Meta Business Suite
Google Analytics / SEO
Hootsuite / VistaSocial
Constant Contact / Klaviyo

EDUCATION

BFA Multimedia Design
University of Wisconsin-Stout

AWARDS

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

WORK EXPERIENCE

Art Director / Sketchpad Holdings LLC (Minneapolis, MN)

[November 2021 - Present]

- Design digital marketing materials for social media campaigns and product launches.
- Build and implement quarterly social media strategies and marketing calendars to include new product launch campaigns, day-to-day video content, and paid ad promotions.
- Develop and launch 2-3 promotional marketing campaigns per quarter resulting in increased sales and social engagement.
- Created new company wide workflows based on brand development with a focus on enhancing brand consistency, and driving growth through performance metrics, audience growth, and communication effectiveness.
- Create and manage project plans, deadlines, and deliverables for freelance copywriters, content producers, and leadership team.
- Analyze marketing and digital strategy performance to drive internal and external growth in the food and beverage, novelty gifting, and home decor space.
- Lead photo/video production shoots to ensure cohesive, on-brand visual storytelling.
- Boosted email marketing revenue by 25% through enhanced design and optimization.
- Reduced outsourcing costs by 80%, continuously improving photo/video production processes year over year.

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

Previous titles include: Junior Designer, Social Media & Design Specialist
[March 2016 - October 2021]

- Managed 5 social media accounts, designing social content for Epoch Lacrosse and related partners for over 150K followers.
- Developed and launched 5-8 multi-channel marketing and social campaigns per year for new product releases.
- Oversaw complete production of photo/video shoots, managing talent, product placement, and creative direction, to generate content for marketing campaigns.
- Designed digital and print advertisements, product catalogs, product packaging, and product signage for retail partners and external lacrosse teams.
- 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 current 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.

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

[February 2015 - December 2015]

- Created engaging digital and print materials for clients across healthcare, higher-education, and apparel merchandising sectors.
- Developed and executed a variety of marketing collateral projects including posters, infographics, digital advertisements, event materials, email campaigns, and multimedia content to effectively support assigned client projects.
- Worked closely with the leadership team and account directors on compiling and designing monthly results coverage reports and dashboards for clients.

Design Student Worker / MN Department of Commerce (St. Paul, MN)

[June 2013 - August 2013]

- Developed a range of inclusive informational materials including posters, flyers, digital assets, social media content, and print signage on energy topics such as wind power, natural-resources, electricity, and energy conservation, with a focus on supporting diverse groups in the Twin Cities area.
- Designed and produced more than 5 distinct print materials and informational displays for the 2013 Minnesota State Fair's Eco Experience, covering topics such as selecting LED light bulbs, weatherization techniques, rainwater harvesting systems, and more.
- Enhanced design workflows and procedures within the Energy Division's communications department to support the success and efficiency of future student workers.