



CARRIE MOEGER TESSMER

carriemoeger.com

ABOUT ME

I'm a versatile designer with a background in graphic design, art direction, social media strategy, and direct-to-consumer/retail marketing across diverse industries. With 10+ years of design experience, I've conceptualized and brought to life innovative marketing campaigns, compelling design, and captivating photography.

CONTACT

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(715) 222-9074
Minneapolis, MN

SKILLS & EXPERIENCE

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

TECHNICAL

Adobe Creative Suite:
Illustrator
Photoshop
InDesign
Premiere Pro
Dreamweaver

HTML5/CSS
Wordpress/WooCommerce
Shopify
Amazon Seller Central
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

Sketchpad Holdings LLC Art Director (Minneapolis, MN)

[November 2021 - Present]

- Design website and social media content for campaigns and product launches.
- Manage e-commerce product listings including images, videos, and sale items as they relate to the marketing calendar and campaigns.
- Build and implement quarterly marketing calendars to include any new product launch campaigns, day-to-day video content, humorous holiday content, and paid promotions.
- Develop and launch 2-3 promotional marketing campaigns per quarter resulting in increased sales and engagement.
- Develop content with direction, schedules, and deliverables for freelance copy-writers, content-producers, and operations team.
- Track and analyze social media and marketing campaigns to identify weak areas and areas of growth in the novelty gifting industry.
- Direct photo and video shoots, ensuring cohesive brand storytelling.
- Increased email marketing driven revenue by ~25% through improved design and strategy.
- Streamlined video and photo production, reducing outsourcing costs by ~90%.

Epoch Lacrosse Senior Social Media & Design Specialist (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 130K followers.
- Developed and launched 5-8 marketing campaigns per year for new products.
- Directed and produced photo and video shoots with products, models, and sponsored athletes including capturing photo and video content for multiple social and marketing platforms.
- 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.

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.