

# Michelle Krueger

Graphic Designer | Web Designer

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## Education:

Drury University

2005 - 2010

Bachelor of Arts In Design Arts  
& Visual Communication  
With A Minor in Fine Arts



Illustrator



Photoshop



InDesign



After Effects



Premiere Pro



WordPress



HTML & CSS



Cura



Office Suite

## About Me:

A versatile and detail-oriented designer with a passion for **creative problem-solving**. Proficient in Adobe Creative Suite, web design, and digital marketing. Known as the **ultimate "utility player,"** I thrive on troubleshooting and finding innovative solutions to design and technical challenges. I excel at meeting deadlines, staying ahead of design trends, and leveraging my diverse skill set to create cohesive and user-centric designs. Experienced in **design, marketing, and web development**, I bring a comprehensive approach to every project.

## Experience:

### Graphic Designer

PMG | 2020 - Present

- Designed logos, flyers, and various marketing materials using Adobe Creative Cloud, always focusing on fresh, creative ideas that stand out and resonate with clients' unique needs.
- Built strong relationships with clients, collaborating closely to ensure the designs and strategies align with their goals while exceeding their expectations.
- Crafted engaging website copy, social media posts, and marketing materials, ensuring the messaging connects with the right audience and drives meaningful results.
- Designed and managed websites using WordPress, HTML, and CSS, while optimizing for SEO to boost visibility and enhance the user experience.
- Managed and optimized Google Ads campaigns to increase visibility, engagement, and returns for clients.
- Led social media strategies, creating and curating content that strengthens brand presence and fosters genuine connections with audiences.

### Graphic Artist

Classic Cinemas | 2010 - 2020

- Designed and produced marketing materials including one-sheets, flyers, banners, point-of-sale items, ads, logos, and videos using Adobe Creative Cloud.
- Created compelling artwork for special events, both digital and print, to drive engagement and attendance.
- Developed digital assets for web ads, social media posts, photos, sell sheets, and other branding/marketing materials.

## Interests

