

TARA BEYER

GRAPHIC DESIGN & MARKETING

SUMMARY

- Experienced in graphic design, social media marketing, and website development
- Specializes in digital marketing, image editing, and marketing asset creation
- Skilled at project management and organization

EDUCATION

Trinity Christian College
Palos Heights, IL – 2019

Bachelor of Fine Arts
in Graphic Design

Minors: Marketing,
Art History

Honors Program Member

CONTACT

tarabeyer.com

EXPERIENCE

Graphic Design & Visual Communication | 2023–present
Northbound Studio, LLC | Grandville, MI

- Manage multiple social media clients, including post content creation, scheduling, and reporting
- Design various assets including websites, signs, business cards, and banners to follow client branding
- Develop websites and landing pages for various clients, incorporating responsiveness, branding, and SEO standards
- Assist in directing creative for clients' photo shoots

Marketing Coordinator | 2020–2023
Feyen Zylstra, LLC | Grand Rapids, MI

- Upheld brand image through design of internal and external documents
- Oversaw Company's social media profiles, including content writing, editing images, creating graphics, and managing paid and organic media
- Managed creation and performance analysis of other marketing streams, such as email banners, email marketing, and Google Ads
- Ordered and organized supply of printed marketing materials and branded merchandise
- Coordinated customer holiday gifts, overseeing budget, design, ordering, fulfillment, and delivery

Graphic Design and Photography Intern | 2019–2020
Feyen Zylstra, LLC | Grand Rapids, MI

- Designed internal and external brand documents
- Instituted new branding guidelines through refresh of materials such as line cards, brochures, and newsletters
- Sustained brand image through the creation and coordination of social media posts
- Photographed headshots, company events, and projects

SKILLS

- Graphic Design
- Illustration
- Photography
- Adobe Creative Suite
- Print Management
- Inventory Management
- Canva
- Video Editing
- Hubspot & Mailchimp
- Wordpress
- SEMrush
- Google Analytics
- Social Media Management
- Google Ads
- LinkedIn Ads