

TARA BEYER

DESIGN, CREATIVE, & MARKETING

SUMMARY

- Designer with experience working with a variety of clients
- Specializing in website design and development, graphic design, and social media
- Skilled at project organization, multitasking, and troubleshooting

EDUCATION

Trinity Christian College
Palos Heights, IL

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

- Develop Wordpress websites and landing pages for various clients, with responsiveness, branding, and SEO standards in mind
- Manage multiple social media feeds for clients, including post content creation, scheduling, and reporting
- Design various assets including websites, signs, business cards, and banners to follow client branding
- Assist in photo and video shoots and video production

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

Graphic Design & 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 on-site projects

SKILLS

- Graphic Design
- Wordpress
- Elementor
- Photo & Video Editing
- Adobe Creative Suite
- Print Management
- Hubspot & Mailchimp
- Google Analytics
- Social Media Management