



MICHELLE TA

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EDUCATION

University of Minnesota Twin Cities

Bachelor of Fine Arts (BFA) | Graphic Design | Class of 2024

Dean's List Recipient

WORK EXPERIENCE

Marketing & Design

heavenly hunks | Sep 2024 - Present

- Coordinated with external partners to manage the brand Amazon storefront through creation of customer-facing graphics and regular update of product listing images.
- Established collaborative partnerships with retail-focused influencers to drive brand awareness and engagement.
- Developed detailed creative direction concepts for lifestyle photography and video assets to embody the brand's warm, family-oriented image.

Marketing & Design Intern

heavenly hunks | Mar 2024 - Sep 2024

- Created sales and marketing material, including slide decks, sell sheets, brand guides, and more.
- Scheduled and implemented 4-5 social media posts per week with a mix of UGC that flowed with brand imagery.
- Designed graphics for weekly email campaigns focused on new items, seasonal products, and promotions.

Graphic Design & Social Media Intern

Canterbury Park | May 2023 - Sep 2023

- Designed promotional materials for on-site and digital advertising, including tote board advertisements, internal digital signage, and A-frames.
- Organized and executed live racing programs for print while coordinating different department needs.
- Assisted with social media strategy by scheduling posts and promoting events in real time on Instagram.

TOOLS & SKILLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Mailchimp
- Sprout Social
- WordPress & Elementor
- Salesforce Marketing Cloud

INTERESTS

- Illustration
- Book Design
- Brand Identity
- Packaging Design

PORTFOLIO

itsmichelleta.com

