

Anne Ruder

PORTFOLIO

darkisaway.com/portfolio
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anneruder@gmail.com
Minneapolis, MN

EDUCATION

Bachelor's, Art
Bethel University, 2012

Social Media Marketing
Certificate
Minneapolis Community &
Technical College, 2018

SKILLS

Brand Development
Creative Direction
Graphic Design
Project Management
Leadership
Social Media Management
SEO Copywriting

TECHNICAL
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe XD
Basecamp
Google Analytics

DARK IS A WAY

Graphic Designer & Owner

[2016-PRESENT]

- Evaluate and translate client needs into strategic design solutions
- Research and develop design concepts to solve problems described in creative brief
- Create reports, white papers, graphics and other visuals for print and digital collateral

MANAGING EDITOR MAGAZINE

Creative Director

[08/2019-12/2021]

- Managed all marketing, graphic design and digital event projects
- Developed and refined internal brand standards and applications
- Designed brand experience for online conference events by creating supporting marketing collateral

JUNO ACTIVE

Copywriter

[07/2016-05/2017]

- Wrote evergreen articles, blog posts and website product copy to boost Google SEO ranking

WOLD ARCHITECTS & ENGINEERS

Marketing Communications Coordinator

[01/2016-08/2016]

- Developed Request for Proposals (RFPs) in Adobe InDesign
- Designed new business cards, color palette and Adobe InDesign proposal templates for firm rebrand

REP CAP

Creative Director & Graphic Designer

[10/2017-12/2021]

- Supervised and managed daily project workflows and deadlines in a fast-paced digital agency environment
- Managed and mentored a 5-person team of designers, writers and AV/multimedia producers
- Planned and monitored budgets for design projects
- Executed design direction of brand standards to produce design content that accurately reflected company image, values and principles
- Ensured deliverables aligned with creative directives and provided final approval for all design projects

SNOW KREILICH ARCHITECTS

Marketing Coordinator

[04/2017-03/2019]

- Coordinated and developed print and digital Request for Proposals (RFPs) in Adobe InDesign based on RFP specifications and deadlines
- Researched and developed user profiles, social media strategy and managed company social media content & channels

10K RESEARCH & MARKETING

Marketing & Creative Coordinator

[02/2014-01/2016]

- Proofread real estate data analytics reports for accuracy and quality
- Wrote copy for weekly reports based on market research and trends
- Coordinated marketing materials for in-house needs and trade shows