

# caitlin dettmann

## Resume

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## education:

**Viterbo University** La Crosse, Wisconsin

*Bachelor of Science, Visual Communication Major, Art Minor*

## work experience:

**Minnesota Sea Grant College Program** Duluth, Minnesota

*Graphic and Visual Design Associate, May 2023 - Present*

- Develop branding through color palette, focus area icons, presentation templates, graphic library, photography, and guidance to staff - strengthening MNSG's instant recognition as a reliable institution.
- Collaborate with researchers and extension educators to communicate complex science through infographics, illustrations, videos, animations, handouts, and more.
- Concept, interview, film, and produce videos and animations to expand brand awareness/to share projects and research to benefit local stakeholders.

**University of Minnesota Duluth** Duluth, Minnesota

*Marketing & Communications Generalist - Enrollment Management, Dec. 2021- May 2023*

- Write and design effective admissions materials and collaborate on a new communications plan based on higher education data and value messaging.
- Design, write, schedule, and track successful digital marketing campaigns across multiple social media platforms.
- Update Drupal websites, redesign Bulldog Mobile, execute photoshoots, and more.

**Minnesota Power/ALLETE Inc.** Duluth, Minnesota

*Multimedia Specialist II, March 2020 - December 2021*

- Collaborate with customer experience team to create print and online communications for customers.
- Concept, film, and edit video and animations for internal and external use.
- Adapted to a global pandemic by collaborating interdepartmentally to execute engagement events safely.

**Members Cooperative Credit Union** Duluth, Minnesota

*Lead Graphic Designer, December 2015 - March 2020*

*Graphic Designer, August 2012 - December 2015 | Marketing Assistant, 2011 - 2012*

- Initiate graphics and videos for advertising campaigns; delegate ad build-out.
- Train and oversee assistant graphic designer to maintain brand cohesiveness.
- Plan credit union events and execute with marketing team.
- Collaborate with outside ad agency for complete credit union rebrand.
- Create custom HTML templates for communications to various demographics.
- Use photography to highlight community areas for promotional items.

**Impact Gel** West Salem, Wisconsin

*Graphic Designer, September 2010 - June 2011*

**Viterbo University Student Non-Profit Ad Agency**, La Crosse, Wisconsin

*Graphic Design Intern, May 2010 - August 2010*

## volunteer experience:

**Harbor City Roller Derby** Duluth, Minnesota

*Bout Production Lead, 2024 - Present, Bout Production/Graphic Design, 2015 - 2019*

- Manage a team of 10 to organize and execute season events that draw 400+ spectators, athletes, and vendors.
- Design merch, website graphics, handouts, and more to promote the league.

**Liz Olson for District 7B/8A Campaign** Duluth, Minnesota

*Campaign Manager, 2020, Campaign Volunteer, November 2017 - Present*

- Direct talking points, messaging, and branding for candidate and campaign.
- Coordinate with team to support volunteer trainings and fundraising events.
- Participate in door-to-door canvassing events in targeted communities.

## software:

- Acrobat Reader
- Adobe After Effects
- Adobe Creative Cloud
- Adobe Dreamweaver
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe Lightroom
- Adobe Sketch
- Google Suite
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- Wacom
- CSS/HTML
- Drupal
- Wordpress
- Mac & PC platform proficient

## advanced training:

**CHAX Accessibility Training** Virtual

*October 2024*

**ADOBE MAX** Miami, FL

*October 2024*

**ADOBE MAX** San Diego, CA

*October 2016 & October 2020*

**Rocky Mountain School of Photography Weekend** Duluth, MN

*April 2013*

## additional volunteer work:

**Emily Larson for Duluth Mayor Campaign**

*Website Designer & Brand Expert, 2022-2023*

**Jen Schultz for U.S. Congress Campaign**

*Website Designer & Brand Expert, 2022*

**Alicia Kozlowski for District 8B Campaign**

*Campaign Volunteer & Brand Expert, 2022*

**Azrin Awal for Duluth City Council**

*Campaign Volunteer & Brand Expert, 2021*

**DEVO Mountain Bike Program** Duluth

*Youth Mountain Bike Coach, Summer 2021 - 2024*

**CHUM West Duluth Food Shelf** Duluth, Minnesota

*Interviewer, January 2018 - December 2019*

**Grandma's Marathon** Duluth, Minnesota

*Green Team, 2016. Water Station Captain, 2017 - 2020*

**United Way** Duluth, Minnesota

*Day of Caring Participant, 2013, 2014, 2016*

**Wildwoods Rehabilitation**

Duluth, Minnesota

*Animal Volunteer, 2013*

**Bayou Grace** Chauvin, Louisiana

*Costal Restoration, 2011*