

Blue Koenig

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Experience

Brandywine Workshop and Archives | PA, Philadelphia **Head Graphic Designer | 03/2023 - Present**

- Develop engaging visual content for various organizational initiatives, fundraising, fellowship opportunities, artist collaborations, and event promotion.
- Design materials for web and print, social media management, and archival print photography.
- Manage a creative team of four to deliver high-quality content for social media, marketing, and promotion.
- Create visually appealing monthly newsletters and updates for a large group of donors and members across the country.
- Increased social media reach by 1.7k% and doubled website traffic through the management of multiple avenues.
- Utilize SEO and Meta Business analytics to determine the most effective use of our website and accounts.
- Handle archival prints for sales and storage purposes including safely packing artwork orders for museums and private collections.

Drexel University Visual Studies Department | PA, Philadelphia **Printmaking Shop Manager | 07/2022 - 06/2024**

- Managed a fully equipped printmaking shop for student use.
- Handled chemicals, inks, and powered equipment within the shop including photosensitive emulsion, water-based inks, exposure units, and pressure washers.
- Performed routine cleaning and maintenance on equipment including exposure units, scoop coaters, and printing screens.
- Assisted students with projects, specialized in screen printing, including troubleshooting and teaching various techniques.

Rover.com | PA, Philadelphia **Catsitter | 11/2022 - Present**

- Care for several different pets simultaneously across the city within their preexisting schedules.
- Maintain Star Sitter status by providing quality care for pets and providing responsive, reliable service for pet owners.
- Provide detailed reports on the health and wellness of pets while their owners are away including photos and a daily activity log

Saxbys Coffee | PA, Philadelphia **Barista/Front of House | 08/2022 - 04/2023**

- Performed effectively under high-pressure rushes and supported fellow team members to complete orders efficiently
- Engaged with customers and assisted with issues for the best customer service possible

Skills

Time management, Management Experience, Leadership, Communication skills, Adobe Creative Suite, WordPress, Figma, Adobe Illustrator, Digital Marketing, Digital Design, Print Advertising, Print Design, Screen Printing, Customer service, Food service, Barista Experience, Archival Processing, Microsoft Office, Wix Website Building

Education

Drexel University | Philadelphia, PA **BS in Graphic Design | 06/2024**

- Magna cum laude - 3.76 GPA
- Minor in Gender Studies
- Dean's List - all semesters
- Westphal Portfolio Scholarship - four consecutive years
- Member of several arts and diversity clubs and organizations including DART, Drexel Pride, and Queer Student Union