

Greta M. Berg

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EXECUTIVE SUMMARY

I am an award-winning creative service professional with a passion for designing dynamic visual identities. I am also a numbers cruncher who knows what it takes to keep a project on topic, on time, and on budget. Below is a selection of my most notable achievements.

- Created, and maintain, the visual brand identity for Deployed Capital's 18 assets, across multiple media platforms, implement online and offline advertising campaigns, and curate asset specific sign systems.
- Rebranded Race Driven Motorsports, and all private brands, including packaging for over 45,000 parts.
- Collaborated with Rio Tinto Kennecott Mining Corporation's marketing team on how to educate an eco-friendly community about its industry, resulting in an interactive digital displays and supporting exhibits.

CORE QUALIFICATIONS

Graphic Design	Tradeshow Design & Installation	Team Leadership & Training
Brand Development	Fleet Wrap Design & Installation	Project Coordination
VGS Design & Management	Large Format Printing Process	Vendor Relations
Online & Offline Marketing	CAD Signage Design & Installation	Project Estimating

SOFTWARE AND HARDWARE QUALIFICATIONS

Adobe Creative Suites 2023	CNC Router Operation	Roland Large Format Printers
Microsoft Office	Precision Laser Operation	Roland Vinyl Plotters
Corel Draw Graphic Suites	CAD Signage Software	Sublimation Printing
Versaworks RIP Software	Flexi Pro Sign Software	Hand Tool Efficiency

RELEVANT WORK EXPERIENCE

SPRING LOADED DESIGN, Huntersville, NC

2017 - Present

Creative Services - Freelance

Graphic Communication - Online & Offline Graphic Design - Brand Management

Partner with corporate executives and sole proprietors in planning and executing dynamic offline and online campaigns through graphic design, print collateral, signage, social media, branding, and Internet marketing.

Curate small business visual identities through website and social media management.

Key Achievements to date:

- Learned the value of target market strategizing while boosting brand-awareness for local fitness group.
- Rebranded Race Driven, Inc., including custom logos for all private brands, packaging, and signage.
- Helped a new author fulfill their dream of publication by illustrating their children's book series.
- Brand Manager for Deployed Capital's 18 private brands, including the design of each assist unique sign systems which covers retail, hospitality, media, and non-profits.

LEUTZ SIGN GROUP, Huntersville, NC (remote)

2013 - 2017

Creative Coordinator

Graphic Design - Estimating - Ordering - Project Coordinating

Collaborated with sales to outline graphic solutions, which were inline with client's brand, budget, and timeline. Oversaw a fast-paced, energetic, production crew responsible for the manufacturing and installation of a wide range of custom signage. Worked with governmental entities to ensure proper code ethics.

Key Achievements:

- Learned the value of clarity-in-communication while managing a remote team of designers.
- Used dynamic QR Code technology in an offline campaign driving brand awareness to a Ford Dealership's new mobile platform, which increased interaction by 27% and conversions by 15%, in the first month.
- Collaborated with a chamber of commerce to design, produce, and install a citywide sign system that showcased the city's natural beauty and historical architecture to an ever-growing tourist population.

ROAM INC, Munising, MI

2012-2013

Brand Manager – Design and Coordinator

Graphic Design - Social Media Management - Promotional Products - Brand Building & Management

Created and maintained the corporate brand identity for parent company, and its private brand family. Implemented a strategic advertising campaign across multiple media assets; designed and maintained VGS.

Key Achievements:

- Learned the value of continuing education while developing a multi-channel marketing strategy.
- Further boosted Roam's Brand Awareness via in-trend designs for its clothing line and promotional products; including graphics, clothing labels/tags, packaging, exhibits, and online shopping kiosk.
- Continued-the-dream for Roam Inc., via creation of visual identities for its new private family brands.

COMPANY B GRAPHICS, Marquette, MI

2005-2012

Creative Services

Graphic Design – Product Research – Sales – Estimating – Client Relations – Vendor Management

Led and improved daily business operations and management: accounts payable, accounts receivable, customer support, shipping/receiving, ordering, pricing, budget review, product management, and design overflow. Design, produced, and installed all client signage, including fleet, monument, and exhibits.

Key Achievements:

- Learned the value of truly listening while working with a multi-generational and culturally diverse Board.
- Researched, budgeted, and negotiated purchase of large format printer that increased sales by 14%.
- Boosted employee retention by 15% through creation and implementation of a "best practices" manual.
- Helped a booster club raise \$15,000 by designing and producing fifty 4'x8' sponsor signs in two days.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Internet Marketing Graduate Program - Honors

Full Sail University, Orlando, FL

Vehicle Wrap Course - Certificate

Lansing, Mi

Profit Mastery - Certificate

Northern Initiative, Marquette, MI

Bachelor of Fine Arts, Graphic Communication / Illustration - Honors

Northern Michigan University, Marquette, MI