

# Marielle Lorentz

## DESIGNER

WWW.MARIELLELORENTZ.COM

MARIELLELORENTZ@GMAIL.COM

732-580-2550

## Graphic Designer. Web Designer. Design Obsessed.

A passionate designer, on and off the computer. I create graphic solutions through various methods. Constantly learning, improving, and inventing new ideas. Let me design for you.

## Work Experience

### PCG Digital Marketing

October 2014 - Present

### Graphic Designer

Responsible for rebranding entire company, logo redesign, redesigning websites, and creation of marketing material. Providing artwork for national conferences, along with client based work. Working heavily within the marketing department, as well as social media team to provide visuals for marketing campaigns.

### Lawn Doctor, Inc.

April 2012 - October 2014

### Head Graphic Designer

Responsible for print and web graphic elements used in national campaigns. Providing graphic based marketing material and artwork needed for franchisees to further Lawn Doctor branding including trade show pieces, digital and print ads, full page brochures, and direct mailing artwork.

### Entourage Yearbook

July 2011 - March 2012

### Graphic Designer

Created original yearbook cover designs, page layouts, and graphic artwork. Helped design packaging and marketing materials. Involved in the production process; closely editing and preparing material for print production.

## Freelance

### Marielle Lorentz Design

Freelancing my skills for a wide range of projects, among varied companies, small or large. Including both print and web work.

[www.mariellelorentz.com](http://www.mariellelorentz.com)

### We Are Cosmos | @wearecosmos\_

A personal outlet for art projects and collaborations including art prints, illustrations, and mixed media artwork.

## Skills

### Technical Knowledge

Adobe Suite

Photoshop, Illustrator, InDesign, Dreamweaver, Flash

Final Cut Pro | Adobe Premier

HTML | CSS

Wordpress

Microsoft Office | iWork

Mac OS X & Windows Environments

### Personal Expertise

Graphic Design

Front-End Development

Illustration

Branding

Logo Design

Typography

Photo Editing

Editorial Layout

Screen Printing

Digital printing

Prepress

Social Media Marketing

Detailed Oriented

Strong written and verbal communication skills

## Education

### University of Central Florida - Orlando, FL

B.A. Digital Media | 2007 - 2011