



MICHELLE TA

Minneapolis, MN | 952-994-8895 | tamichelle745@gmail.com

EDUCATION

University of Minnesota Twin Cities

Bachelor of Fine Arts (BFA) | Graphic Design | Class of 2024
Dean's List Recipient

WORK EXPERIENCE

Marketing & Design Intern

heavenly hunks | Mar 2024 - Present

- Created sales and marketing material, including slide decks, sell sheets, brand guides, and more.
- Scheduled and implemented 4-5 social media posts per week with a mix of UGC that flowed with brand imagery.
- Designed graphics for bi-weekly email campaigns focused on new items, seasonal products, and promotions.

Communications & Graphic Design Intern

J. Murphy & Associates | Oct 2023 - Mar 2024

- Created communications messaging for printed materials, digital outputs, and various social media channels.
- Coordinated creation and update of visual assets for print and digital collateral to support clients' communications and marketing objectives.
- Maintained brand guidelines and supported design contributors throughout the organization, and ensured consistency and adherence to guidelines.

Graphic Design & Social Media Intern

Canterbury Park | May 2023 - Sep 2023

- Designed promotional materials for on-site and digital advertising, including tote board advertisements, internal digital signage, and A-frames.
- Organized and executed live racing programs while coordinating different department needs.
- Assisted with social media strategy by scheduling posts and promoting events in real time on Instagram.

TOOLS & SKILLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Mailchimp
- Microsoft Office Suite
- WordPress & Elementor
- Salesforce Marketing Cloud

INTERESTS

- Illustration
- Book Design
- Brand Identity
- Packaging Design

PORTFOLIO

itsmichelleta.com

