

# CALEB VANDENHEUVEL

## EDUCATION

### University of Minnesota Duluth

Bachelor of Fine Arts  
**Graphic Design & Marketing**  
Spring 2019

## RELATED EXPERIENCE

### Freelance

Minneapolis, MN - Scottsdale, AZ  
**Web Design & Brand Consulting**  
July 2015-Present

#### **GearOne Manufacturing**

Created a logo for a new sector of the brand while communicating with the owner about brand goals and timelines.

#### **Santosha Health**

Created a comprehensive identity in cooperation with the owner. This included logo, branding assets, and website creation.

#### **LiV Logoless**

Complete development and maintenance of ecommerce for apparel and a blog. Connected through Google Analytics and Search Console maintained and optimized the websites organic search results.

### AIGA

Minneapolis, MN  
**Diversity & Inclusion  
Event Photographer**  
October 2017

Three events documented with 100 edited photos from each event with a one week turnaround. Strong communication with the president of the organization.

## WORK EXPERIENCE

### Industry Print Solutions

Scottsdale, AZ  
**Graphic Design & Marketing Manager**  
2020-2023

Effectively communicated with clients to produce deliverables on a variety of timelines. Maintained and grew those relationships. Reached out to new suppliers and manufacturers to increase the businesses ability to supply and elevate a client's brand. Operated and maintained a professional photography studio to produce high-end product photography. Communicated with external companies to get outsourced projects completed. Created online portals for organizations to order apparel that was printed on-demand. Developed an implemented creative strategies for the business to grow it's client base.

### Walser Automotive

Minneapolis, MN  
**Customer Specialist**  
2019-2020

Qualified buyers by listening to requirements and needs. Matched requirements and interests to various models and products that aligned with dealership goals using vehicle inventory knowledge. Facilitated rapport with customers by treating them respect and being personable. Closed sales by overcoming objections, completing sales or purchase contracts, explaining warranties, services, and financing.

## SKILLS

### Software

Illustrator  
InDesign  
Photoshop  
Lightroom  
Premier Pro  
After Effects  
WordPress  
Shopify  
Webflow  
PowerPoint  
Word  
Google Suite  
Google Analytics  
Google Ads

### Studio

Screen Printing  
DTG Printing  
Embroidery  
Vinyl Cutting  
Laser Etching  
Studio Photography  
Sony Cameras  
Cannon Cameras

## AFFILIATIONS

### UMD Executives Club

Founding Member  
2017

### Phi Kappa Tau Zeta Nu

Founding Member  
2015  
Philanthropy Chairman  
2016-2017

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