

## EXPERIENCE

RENEE KRUEGER | reneekrueger.com

### Marketing and Design Specialist

*California State University, Monterey Bay*

*September 2016 - present*

As the Marketing and Design Specialist, I create print, web, social media, and email marketing materials for fundraising, donor stewardship, annual giving and alumni relations. I work closely with the Vice President of Advancement, Director of Donor and Alumni Relations, Director of Annual Giving, and the Assistant Director of Advancement to maintain consistent design throughout the Advancement department. I am also responsible for managing multiple projects from initial concept through final production. Examples:

- Foundation Annual Report Magazine (2016-2022): As the project manager, art director, designer, and co-editor of the yearly publication I managed photo shoots, layout, graphics and editorial content.
- Vision Campaign (2020): I was responsible for brand management of campaign, including logo design, printed materials (campaign brochure, stationery, invitations, ads), promotional items (banners, building signage and t-shirts), and digital (social media). I also designed the campaign website with the Director of Donor Relations—from IA prototype to creative direction of [donate.csUMB.edu/vision](https://donate.csUMB.edu/vision) (with Blackbaud developer). In addition, there are six campaign videos featured on the website. The team who created these videos included the Director of Donor Relations - Nick Gregorio, Videographer - Sergio Torres, and myself as Video Producer.
- Women's Leadership Council event rebrand in 2022: I did a logo design, printed invitation and program, signage, social media and website.
- Planned Giving Campaign event rebrand in 2021: I created postcards, brochures, evites. I also rebranded website to align to csUMB.edu, and created marketing for website: newsletters, eblasts, and social media.
- In addition, I developed email, social media, web banners, and print designs to support these fundraising areas: donor relations, alumni relations, annual giving, planned giving, and CSUMB athletics.

### Associate Product Developer

*Excelligence Learning Corporation, Monterey, CA*

*December 2014 - August 2016*

As a product developer, I identified new product opportunities for the Early Childhood education market and developed new proprietary products to fulfill those opportunities. I created unique product concepts, developed sales plans, designed and illustrated many of those products. In addition, I produced product samples from initial concept with the vendor, provided all legal requirements for labeling and packaging, and followed products through testing and manufacturing. I provided art direction, design, and illustration for other department members. Additionally, I helped form and maintain strong working relationships with foreign and domestic vendors to produce high-quality products. The proprietary products I developed generated upwards of \$500K in revenue for the company.

### Graphic Designer

*Excelligence Learning Corporation, Monterey, CA*

*March 2007 - November 2014*

As a member of the company's in-house Graphics department, I was responsible for brand identity in print and web including: domestic and international web banners, marketing and sales materials, tradeshow, catalogs. I also designed and illustrated proprietary educational products including: educational puzzles, games, toys, special needs products, and brand packaging for the Product Development department.

### Freelance Graphic Designer (Self-employed)

*July 2003 - June 2007*

I designed logo/stationery/signage, sales brochures and ads, posters, textbooks, and avenue banners for local businesses. Clients include: Monterey National Marine Sanctuary, Cannery Row Business Association, Santa Cruz Watershed Council, Seebox Studio, Illustrating Nature: UCSC Scientific Illustration program (now at CSUMB), Kim England/Fleurs du Soleil, Mum's Place, A Big Sur Affair/Cheri Gladstone, Bookshop Santa Cruz, Camphill Foundation, and Five Branches.

## EXPERIENCE, cont.

### Graphic Designer

Monterey Bay Aquarium, Monterey, CA  
April 1998 - June 2003

As a member of the Print Graphics department, I worked closely with the Development, Education, Sales, Special Events, Communications and Seafood Watch departments to conceptualize and design a variety of on-brand print materials. I was the project manager and designer for *Shorelines* newsletters and Annual Reports 1999-2001. Design project highlights: MBA Press Catalog, CD-Rom press kit for *Jellies: Living Art*, *Splash Zone* audio CD, and *Pup's Supper* and *Penguin Chick* children's books, special event materials, *Seafood Watch* cards, banners, visitor maps, brochures, restaurant identity, and more. IA designer for the International Ocean Conference website. I managed multiple projects from initial concept through to final production. I also provided IT support for four department Macs.

### FUN FACTS

- Monterey Bay Aquarium members



- Mother of an ocean-passionate family

- Project management (Wrike)
- Solid collaborator (Slack, MS office suite, Google suite)
- Tech skills: Adobe Creative Suite, Blackbaud/RE/Net Community, Terminal Four, Student Data Warehouse, Canvas, YouTube, FB, IG, LinkedIn, HTML/CSS
- Training in: web administration, Salesforce email marketing cloud
- Recent upskilling MIST Program Certificate (2022)
- Monterey Bay local since 1997
- Problem solving and design are my thing!
- Beloved AFRP rescue pup, Sophie



### EDUCATION

#### Bachelor of Fine Arts in Graphic Design (1995)

University of Illinois at Urbana-Champaign, Urbana, IL

#### Program Certificate, Masters of Instructional Science & Technology (2022)

California State University, Monterey Bay, Seaside, CA

#### Masters of Instructional Science & Technology (Graduation Dec. 2023)

California State University, Monterey Bay, Seaside, CA

### AWARDS

#### American Association of Museums (1999, 2000, 2001, 2002)

AIGA (1999)

### VOLUNTEER

FFL Robotics Coach - Serpents Team (2019)

Forest Grove Elementary, Pacific Grove, CA

Bench Coach (2017, 2018)

PG Pony Girls Softball, Pacific Grove, CA

Assistant Teacher (2006-2007)

Diana's House, Pacific Grove, CA

Volunteer Art Docent (2007-2016)

Forest Grove Elementary, Pacific Grove, CA

Reading and Math Tutor (1988)

Cook County Jail, Chicago, IL

*References available upon request*