



**Chelsea Luehrs**  
*Graphic Designer*

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## Contact

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## Software Skills

Adobe Creative Suite  
MS Office Suite  
Mac OS

## Experience

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### **Superior Foods Company—Grand Rapids, MI**

*Graphic Designer (September 2019-Present)*

- Package design for retail products under the Superior Select, River City Meats and Black Pearl brands
- Collaborating and assisting with outside marketing teams on private label packaging
- Creation of sell and spec sheets for Superior Foods products and vendor products
- Retail and foodservice product photography
- Developing promotional advertisements and point of sale material for sales team
- Website management and content creation

### **Van Eerden Foodservice—Grand Rapids, MI**

*Communications Designer (February 2018-September 2019)*

- Developing promotional advertisements and signage for the Van Eerden brand and vendor's brands
- Ensuring all printed promotional materials, signage, food shows, and social media advertisements adhere to brand guidelines
- Overseeing management of all social media sites
- Collaborating with restaurants and creating various menu designs
- Managing print production of promotional materials and restaurant menus
- Quoting and tracking costs for restaurant menu design and production

### **Lucas Howard Group (Keller Williams)—Grand Rapids, MI**

*Director of Marketing (2017-2018)*

- Developing promotional advertisements, signing systems, and publications for home listings and real estate services
- Keeping up-to-date with current real estate advertising standards and laws
- Overseeing management of all social media sites
- Conducting monthly evaluations of campaigns and budgets
- Recruiting for and overseeing internship program

### **Uccello's Hospitality Group—Standale, MI**

*Graphic Design Intern (2016)*

- Developing visual content for Uccello's and Herb and Fire
- Contributing to content for social media

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## Education

### **Kendall College of Art & Design—Grand Rapids, MI**

*BFA in Graphic Design (2017)*

- NASAD Accredited School of Art and Design
- President's List 2016