



Caroline Schulze

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EDUCATION

University of Houston, Kathrine G. McGovern College of the Arts
Bachelor of Arts, Graphic Design
Minor, Psychology

May 2023

GRAPHIC DESIGN EXPERIENCE

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March 2025 – Current

- Develop and execute content strategies across Instagram and TikTok to increase brand visibility and client engagement for the salon and spa.
- Created high-quality photo and video content showcasing services, staff, and client transformations.
- Managed posting schedules, responded to s and comments, and collaborated with stylists to promote seasonal campaigns and special offers.

Texas Gardener Magazine Graphic Designer

May 2024 – Current

- Construct advertisement designs which are strategically crafted to promote products and companies effectively by possessing a deep understanding of marketing principles and strategies.
- Develop engaging social media posts aimed at promoting gardening by sharing valuable tips and tricks for optimal growing as well as highlighting the benefits and features of the Texas Gardener magazine and its products.
- Specialize in video editing tailored to the Texas Gardener social media platforms, focusing on promoting various gardening events and facts that showcase while effectively conveying key messages to the audience.

The Kallian Group

November 2023 – January 2024

- Created graphics via Canva and Adobe for social media platforms to promote the company's social media management, photography, graphic design, and website design services as well as educate others about marketing for small businesses.
- Proven ability to utilize industry-standard design tools, methodologies, and multimedia content development to integrate brand identities into visually captivating techniques for target audiences.
- Adept at keeping abreast design trends and implementing creative ideas for brand awareness.

University of Houston Campus Recreation Marketing Team Photographer and Graphic Designer

August 2019 – May 2020

- Took photographs of events taking place at the Recreation Center (i.e.-- Intramural Soccer, Basketball, Badminton).
- Passed out flyers about upcoming Recreation Center events to students at the University of Houston.
- Hung up flyers pertaining to future events held at the Recreation Center.
- Created 8.5x11” print flyers and 1920x1080 pixel digital flyers in Adobe for upcoming events at the Campus Recreation Center such as Women on Weights and Lifeguard Instructor Training.

EXPERIENCE

Brenham Independent School District Substitute

February 2025 – Current

- Maintain a structured learning environment by following lesson plans, enforcing classroom rules, and ensuring student engagement.
- Collaborate with faculty and staff to provide continuity in education, while effectively communicating with students to foster a positive learning experience.
- Adapted teaching methods to ensure the continuity of education in the teacher’s absence.

Brenham National Bank Teller

November 2023 – January 2025

- Demonstrated preciseness within bank software Jack Henry with a record of skillful financial transaction management.
- Possessed interpersonal skills to provide outstanding client service as well as participate in an inclusive environment.
- Dedicated to upholding the highest standards of confidentiality and accuracy while advancing financial literacy.

ORGANIZATIONS

Brenham National Bank, Marketing Committee, Member

November 2023 – January 2025

- Created graphics for ATM machines located in various locations in Brenham, Texas; Attend meetings in which the best marketing techniques and trends which can be used for the Brenham National Bank social media pages are discussed.

University of Houston, Photography Student Association, Member

January 2021 - May 2023

- Attended meetings in which techniques to shoot the best photographs were discussed; Entered photos in association’s contest.

University of Houston, One Small Step, Member

January 2021 - May 2023

- Participated in the volunteer organizations events and attended monthly meeting where upcoming events were discussed.

University of Houston, Ignite Leadership Program

January 2020 - May 2020

- Took part biweekly meetings whereupon various types of learning techniques, mentoring styles, and leadership skills were taught.