



Caroline Schulze

Brenham, Texas | schulzec161@gmail.com | (979) 530-6271 | LinkedIn: Caroline Schulze

EDUCATION

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

May 2023

GRAPHIC DESIGN EXPERIENCE

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.

iD Tech Private Lesson Tutor and Tech Camp Teacher

May 2023 – January 2024

- Met one on one via Zoom with youth ages 7-19 to tutor them for one hour on their selected program-- Adobe Photoshop, Illustrator, Premiere or Piskel.
- Taught virtual tech camp lessons; these are online group lessons with 2-12 students that are 2 hours long and occur for a week.
- Instructed online teen academies (OTA) which are group lessons via Zoom with 2-12 students that are 2 hours long and occur for two weeks; OTAs offer office hours and contain work outside of the lesson time.

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 National Bank Teller

November 2023 – Current

- Demonstrate preciseness within bank software Jack Henry with a record of skillful financial transaction management.
- Possess 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.

Ninety Six West Hostess and Server

July 2023 – November 2023

- Warmly greeted new and returning customers and developed relationships resulting in customer loyalty.
- Memorized rotating menu items and specials as well as liquors, wines, and beers in order to give customized recommendations to guests and answer any questions that may arise.
- Brought dishes to the kitchen, thoroughly wiped down menus and tables, swept and vacuumed floors, and polished silver and glasses.

ORGANIZATIONS

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.

University of Houston, Coog Radio, Member

August 2018 - May 2023

- Engaged in monthly meetings where discussion took place as to who was writing articles on artist and photographing events.