

ANNE FLUSCHE

✉ AnneMarieFlusche@gmail.com
☎ (940) 736-7562
📍 Austin, TX

TECHNICAL SKILLS

- **Graphic Design:** Adobe Creative Suite (Illustrator, InDesign, Photoshop); Canva
- **Office Productivity:** Microsoft Office Suite (Word, Excel, Publisher, PowerPoint, Outlook); Google Drive
- **Web Development & Management:** WordPress, Joomla, GoDaddy
- **Social Media Management:** Meta (Facebook, Instagram), LinkedIn, TikTok, Nextdoor
- **Email Marketing:** Mailchimp, Constant Contact
- **Drafting & 3D Modeling:** VectorWorks, AutoCAD, SketchUp
- **Collaboration Tools:** Microsoft Teams, Zoom, Monday.com

EDUCATION

Cornell University

- Master of City & Regional Planning • Ithaca, New York | December 2017

Texas A&M University

- Bachelor of Science in Construction Management • College Station, Texas | May 2006
- Bachelor of Environmental Design • College Station, Texas | May 2006

PROFESSIONAL EXPERIENCE

● Austin Habitat for Humanity

Austin, Texas

Graphic Designer | ReStore Marketing Coordinator

09/2022 - Current

- **Design and produce** visually compelling graphics to advertise three ReStore locations and our online store, consistently adhering to brand standards and guidelines.
- **Cultivate and maintain** strong vendor relationships, ensuring the seamless production of branded collateral and promotional items for sales, events, and store giveaways.
- **Spearheaded the design** of the 2023 ReStore Symposium brand, including the logo, all printed materials, and digital assets, establishing a professional and memorable event presence.
- **Craft impactful ads** for prominent publications, including Community Impact, Austin Woman, Sun Radio, and Waterloo, driving brand awareness and engagement.
- **Develop and execute** strategic social media advertising campaigns, utilizing photography, videography, and graphic design to create engaging content that boosts audience interaction.
- **Create and manage** paid advertising campaigns, leveraging Meta analytics to evaluate and enhance the effectiveness of online marketing efforts.
- **Led the redesign** of the ReStore WordPress website, improving user experience and visual appeal.

● Furniture Market

Austin, Texas

Graphic Designer | Website Manager

09/2016 - 8/2022

- **Ensured the accuracy** and up-to-date status of thousands of furniture and decor products on the website, myfurnituremarket.com, maintaining a seamless online shopping experience.
- **Designed, developed, and scheduled** graphic advertisements for the website, email campaigns, and social media platforms, driving customer engagement and brand visibility.
- **Collaborated with management** and the sales team to create and implement effective marketing strategies and campaigns that aligned with business goals.
- **Monitored and analyzed** the effectiveness of online promotions and advertisements using Google Analytics, providing data-driven insights to optimize marketing efforts.
- **Led the creation** of a WordPress e-commerce website in 2019, enhancing the company's digital presence and expanding online sales capabilities.

ANNE MARIE FLUSCHE • PROFESSIONAL EXPERIENCE (cont'd)

● HOPE Farmers Market

Austin, Texas

Market Director

10/2013 - 06/2016

- **Led non-profit operations**, increasing vendor participation, boosting financial reserves, and developing sustainable market programs.
- **Established and strengthened partnerships** with local non-profits, community groups, small businesses, and local farms, enhancing market offerings.
- **Supervised and coordinated** staff, interns, and volunteers during the weekly Sunday market, ensuring smooth operations.
- **Created and managed** the weekly master layout for vendors and community, optimizing space and flow.
- **Designed, developed, and implemented** educational programs for both adults and children, fostering community engagement.
- **Secured grants and organized** major fundraising events, including the Austin City Limits Festival and Austoberfest, driving financial support for the market.
- **Conceptualized and executed** themed events, and designed digital and print graphics for market promotions, elevating brand visibility.
- **Designed and procured** branded merchandise, enhancing the market's identity and customer engagement.
- **Managed social media marketing** on Facebook, Instagram, X, and created weekly Mailchimp campaigns to drive attendance and community involvement.

● Ticonderoga Revitalization Alliance

Ticonderoga, New York

Planning Fellow

12/2011 - 09/2012

- **Contributed to the revitalization** of vacant downtown buildings, transforming them into mixed-use developments centered around arts and culture, including the establishment of the Downtown Art Gallery.
- **Authored successful New York Main Street grants**, securing funding for Main Street improvements and building renovations, driving community renewal.
- **Developed adaptive reuse plans** and created detailed renderings for downtown buildings, contributing to strategic redevelopment efforts.
- **Designed graphics and e-marketing materials** for local events and educational programs, enhancing community engagement and awareness.

● NorthLand Design & Construction

Waitsfield, Vermont

Project Manager | Designer

04/2007 - 06/2010

- **Developed plans and 3D renderings** for festival sites and new festival art installations, ensuring accurate and visually compelling designs, at Bonnaroo, Outside Lands, Life is Good Festivals, and others.
- **Produced working drawings, construction documents, renderings, models, and material estimates** for residential and commercial projects, including high-profile clients Magic Hat Brewery and Red Hen Bakery.
- **Managed a team of 250 employees and volunteers** for large-scale festival events, coordinating construction materials and tools for artists and builders, overseeing the build timeline, and organizing travel, housing, and meals for the entire team.
- **Designed and constructed large-scale natural building art projects**, leading construction teams, sourcing materials, and maintaining project schedules to meet deadlines effectively.

VOLUNTEER

● Drive A Senior - ATX

Austin, Texas

Board Member Volunteer

04/2019 - Current

- Served as Marketing and Media Board Member
- Created graphics, managed social media, participated in Oktoberfest, Amplify Austin, Holiday Cookie Connection, and Christmas Choral fundraising events

● Covenant United Methodist Church

Austin, Texas

Vacation Bible School Craft Volunteer

Summer 2021 & 2022