

# MICHELLE ROHM

GRAPHIC DESIGN | EVENT PLANNING | VISUAL COMMUNICATIONS

412-952-7153

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[www.workbymichelle.com](http://www.workbymichelle.com)

## skills

design layout  
typography  
color theory  
long doc layout  
branding  
advertising  
print production  
digital printing  
large format design  
event planning  
project management  
time management  
critical thinking  
organization and  
multi-tasking

## software

Adobe Indesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe Acrobat  
Microsoft Office  
Google Docs  
Figma  
Jira  
Adobe Workfront  
WordPress  
Constant Contact  
Windows & Mac Platforms

Passionate creative graphic design professional with expertise in a variety of media. A dedicated leader, able to coordinate global promotional initiatives. Adept at partnering with in-house and external vendors and stakeholders. Corporate and social event planning knowledge combined with creative design and marketing experience.

## professional experience

### Carnegie Learning, Inc.

Visual Designer | January 2023 – May 2025

Production | December 2020 – December 2022

Design educational materials for print and digital in the areas of Math, World Languages and English and Language Arts for Kindergarten through Grade 12.

- Collaborate with company stakeholders to meet design needs and ensure high-quality, scalable, visual design solutions
- Create digital illustrations, support photo editing, and create information designs
- Design digital and print layouts that support highly usable and interactive content
- Continue brand design efforts, including palette/typography definition, logo design, iconography design, and creation of brand templates
- Support the production and pre-press process, developing and maintaining best practice processes and tools.
- Production of educational book pages using templates on tight deadlines.
- 2025 GDUSA Competition group winner

### AMETEK LAND, INC.

Global Creative and Events Manager | February 2007 – May 2020

Design new graphics and collateral using brand guidelines. Developed Brand Guidelines and managed the brand adherence for AMETEK Land internationally with both internal and external vendors.

- Design and implement complete re-branding of AMETEK Land bringing a cohesive and modern look on a global level. (2013)
- Design all global promotional materials including stationery, brochures, ads, case studies, application notes, industry overviews, banners, website graphics, presentations.
- Organize exhibitions, internal sales meetings, and regional training for the Americas region (design graphics, logistics, demo equipment, etc).
- Print on-demand all collateral requests globally.
- Create print-ready artwork with outside print vendors for global on-demand requests.
- Assist other business units with requests: manual creation and updates, global literature print and ship requests, literature updates, artwork creation, and other items as needed.
- Manage the marketing strategies and budget for the North and Latin American regions.

**RED VALVE COMPANY, INC. & TIDEFLEX**

Graphic Design/Marketing Manager | November 2004 – February 2007

Design sales and marketing collateral. Managed marketing area of client database, entered sales leads, and fulfilled requests.

- Manage all aspects of trade show preparation
- Run bi-monthly sales lead reports and submitted to domestic representatives and sales managers.
- Process all incoming e-mail from website or inquiries to general e-mail.
- Monitor and updated websites.–
- Send out press releases and product spotlights.
- Monitor all trade publications for any Red Valve or Tideflex mention.

**additional relevant experience****BALFOUR BEATTY RAIL, INC.**

Graphic Design | Marketing | Administrative | December 2002 – April 2004

**DOCUMENT DESIGN INTERNATIONAL**

Desktop Publisher | Illustrator | August 2001 – May 2002

**THE PANTAGRAPH NEWSPAPER**

Graphic Designer | December 1997 – May 2001

- 2001 MVCAMA Award Winner – 1st Place Best in Classified “Winter White Sale”.
- 1998 MVCAMA Award Winner – 1st Place Best in Classified “Dive In” and 3rd Place Best in Classified “Take Down”.

**education****The Art Institute of Pittsburgh | 1994**

Diploma in Specialized Technology, Majoring in Desktop Publishing and Computer Graphics

**volunteer and other projects****St. Lucy’s Auxiliary to the Blind**

Provide graphics, design, programs, printing, and event coordinating needs including:

- Social Media Manager and Constant Contact Administrator
- 2016 Medallion Ball – Event Coordinator / Decorations.
- 2015 Vision of Hope Luncheon – Event Coordinator / Graphics and decorations

**Jewish Healthcare / PHRI**

Deliver graphic design, logo creation, and technical layout work.

**Friends of the Green Tree Public Library**

Create posters and brochures, and coordinate printing.