

Lia Hergenrother

Contact

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513-400-6776

Education

Miami University

BFA Communication Design
Minor in Italian
magna cum laude

Skills

Brand and Identity Design
Brand Marketing
Social Media Marketing
Digital Design (advertising, email, social)
Presentations
Print Design and Production
Editorial Design
Project Management
Creative Problem Solving
Hand-letting

Tools

Adobe Photoshop, InDesign, XD,
Illustrator, Lightroom, Dreamweaver
Microsoft Word, Excel, PowerPoint
Mailchimp
Google Suite
Litmus
Marketing Cloud
Figma
Monday.com

Work experience

TAKKT AG: FOOD SERVICE DIVISION

Hubert Company & Central Restaurant Products

Marketing Communications Manager February 2024 to Present

Design Manager January 2023 to February 2024

Brand Designer July 2021 to January 2023

As the Marketing Communications Manager, I oversee both our internal design team and manage relationships with external agencies. I bring a proven track record in providing strategic direction, managing project timelines, and delivering high-quality copy and design. My expertise includes developing design systems to enhance user interactions and maintaining comprehensive brand guidelines. I excel in overseeing social media content creation and management, with a focus on delivering visually compelling content.

BRAFTON

Contract Graphic Designer June 2021 to July 2021

At Braffton Content Agency, I served as a Graphic Designer, responsible for creating a wide range of visual assets to support content marketing and digital strategies. My role included designing custom illustrations, infographics, web graphics, and social media visuals. I also contributed to brand consistency and user interface design while adhering to brand guidelines.

ROSE & REMINGTON

Graphic Designer August 2020 to July 2021

Responsible for researching, ideating, and producing branding and graphics for the company. Directed creative shoots to expand advertising across social platforms. Helped the Marketing Department achieve growth goals by leading various projects, particularly in the area of media presences. Content creation for website and social media platforms.

MR. LABEL CO.

Graphic Design Assistant Summers 2018, 2019, 2020

Worked closely with the in-house graphic designer on a broad range of projects from print work to large signage projects. Formatted art for pre-press operations, made flexo plates, and screen printed.