


BRADY WELLER

GRAPHIC DESIGNER & SOCIAL MEDIA MANAGER

 brzywellerdesign@gmail.com

 (269) 271-2375

 Saint Paul, Mn

DESIGN SUMMARY

Graphic Designer and Social Media Manager with experience in digital branding, content creation, and audience growth. Proven track record of increasing engagement and reach through strategic design and social media campaigns. Skilled in Adobe Creative Suite, typography, and performance-driven content. Passionate about creating impactful visual experiences in fast-paced creative environments.

EDUCATION

Bachelors of Art

Social Media Design Management
Northern Michigan University
2022 - 2026

Dual Enrollment

Kalamazoo Vally CC
2021-2022

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Photography
- Visual Story Telling
- Collaborative Design

HOBBIES

- Mountain Biking
- E-sports

REFERENCIAS

- Mike Forester / (906) 250-7005
- Tom Adolph / tadolphs@nmu.edu

DESIGN EXPERIENCE

Graphic Designer

Northern Michigan University, 2024 -2026

Developed print and digital marketing assets, contributing as a designer on large-scale admissions campaigns distributed nationwide.

- Designed print and digital marketing materials for university campaigns
- Served as a lead designer on the Admit Package campaign distributed to 10,000+ prospective students nationwide
- Collaborated with the marketing team to maintain brand consistency across all platforms and media forms.

Social Media Manager / Content Creator (Women's Lacrosse)

Northern Michigan University, 2023 - 2024

Managed and created social media content, significantly increasing reach and engagement through strategic and visually compelling posts.

- Increased account reach by 432% and grew monthly impressions to 122,802
- Produced high-quality visual content in collaboration with athletes and coaching staff
- Strengthened team brand presence through consistent and engaging content

Social Media Manager





Champion Hill & Pineroft Golf Courses, 2022 - 2024

Led social media strategy and content creation, driving substantial growth in audience reach, engagement, and event attendance.

- Grew Champion Hill Twitter following from 73 to 303 and increased monthly views from 152 to 11,000+
- Contributed to record-breaking attendance days through targeted digital promotion
- Managed content strategy and posting across multiple accounts

PORTFOLIO

A collection of design and social media projects focused on storytelling, brand identity, and creating visually compelling content that connects with audiences.

 Main  Graphics  Photo  About