

# QUINN HERLIHY

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## GRAPHIC DESIGNER

Enterprising and inventive designer of engaging marketing campaigns attracting diverse audiences through uniquely designed graphics, well-crafted content, and motivational call to action. Collaborative consultant translating client vision into powerful messaging delivered via advertising, social, print, and marketing mediums. Entrepreneurial self-starter launching and maintaining an online Etsy store specializing in customized digital images created using customer pictures, digital journals, and planner pages. Continually expanding portfolio of freelance graphic design projects, including digitization of a logo for Lucy's Wild Blooms, ground-up innovation of a logo for Beloved Studios photography studio, and branded Instagram GIFs for Merrime Bridal Boutique.

## PROFESSIONAL EXPERIENCE

### BERGSTROM WINES

06/2023-Present

#### Sales & Marketing Assistant

Innovated social media content strategies to enhance engagement and amplify brand visibility across platforms. Created compelling content for Instagram, and Facebook to produce visually appealing posts and stories.

- Managed day-to-day management of social media channels, including ideation, copywriting, community engagement, and performance analysis to optimize reach and interaction.
- Initiated and nurtured partnerships utilizing communication skills with industry partners and brands to broaden audience reach and strengthen brand presence.
- Supported Marketing and Sales Associate with clear communication in executing content marketing campaigns to drive sales and promote brand initiatives.
- Contributed to achieving quarterly and annual Wine Club revenue, enrollment, and retention goals through creative marketing efforts and strategic thinking.

### CRU

01/2023-05/2023

#### Social Media Intern

Created compelling content using design tools, aligning with brand guidelines and engaging the target audience. Implemented strategies to update public-facing Instagram accounts, enhancing follower engagement and developing brand perception.

- Managed monthly distribution of social media templates to 1,000+ affiliate universities, collaborating on theme brainstorming and preparation.
- Enhanced proficiency in social media trend analysis, gaining insights to optimize creative content strategy and drive engagement metrics.
- Audited 1,000+ university organization social media accounts taking initiative to extract valuable insights to inform creative content initiatives and enhance campaign effectiveness.

### OREGON STATE UNIVERSITY

09/2021-06/2023

#### College of Business Program Assistant

Supported students by fielding inquiries, reviewing course materials, and assisting professors to enhance learning outcomes. Utilized time management skills to meet deadlines, grading 400+ student assignments weekly.

- Customized graphic signage and promotional materials to effectively engage a diverse student body of 33,000+.
- Developed and facilitated two independent workshops for freshmen, educating participants on branding, design tools, creating impactful marketing materials, and campaign execution.

### CVS PHARMACY

06/2021-08/2021

#### Retail Management Intern

Processed and tracked incoming daily shipments by operating an RF scanner, and continually interfacing with managerial staff.

- Analyzed profit and loss statements to set goals that maximized sales and improved profit margins, contributing to overall business growth.

### EVEREVE

08/2017-08/2020

#### Part-Time/Trendsend Stylist

Maximized sales through personalized customer relationship management and community engagement, establishing strong brand equity.

- Curate complete outfits tailored to customer profiles and ensuring satisfaction through detailed styling notes.
- Cultivated loyal clientele by delivering exceptional service and maintaining a professional, customer-centric approach.
- Stayed informed on fashion trends and product knowledge, providing expert recommendations to enhance customer shopping experiences.

## COMMUNITY INVOLVEMENT

**Vice-President of Risk Management, *Panhellenic Council of Oregon State University (2020-2021)*:** Influenced 45 sorority and fraternity chapters to avoid attending a major annual social event during COVID, winning 100% support from the Panhellenic Council and 11 sorority chapter presidents.

**Vice-President of Programming, *Delta Gamma (Beta Upsilon) (2019-2020)*:** Delivered monthly special events for 100+ people, scheduling with executive members and external sources. Oversaw a 7-person team in execution of 6+ events per year.

**Volunteer, *Little Bit Therapeutic Riding Center (2014-2017)*:** Assisted adults with special needs in riding horses, initially as a side walker before completing training to serve as leader of horse being ridden.

## TECHNICAL SKILLS

Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe XD, Microsoft Word, Microsoft PowerPoint, Microsoft Teams, Google Drive, Later, Hootsuite, Canva Pro, Asana

## EDUCATION

**Bachelor of Fine Arts in Graphic Design** | Oregon State University, Corvallis, OR **06/ 2023**

**Bachelor of Science in Business Administration** | Oregon State University, Corvallis, OR **06/2023**

Honors Roll, Order of Omega, Jean Marie Peters \$1,000 Scholarship, Evergreen \$6,000 Scholarship

**International Study Abroad:** Fashion Illustration and Painting | Accademia Italiana, Florence, Italy **2022**

Certificates: Figma Essential Training: The Basics | Running a Design Business: Pricing & Estimating | Illustrator for Fashion Design: Drawing Flats | Hootsuite Platform Training | Hootsuite Social Media Marketing.