



Gretchen Devetski

GRAPHIC DESIGN | MARKETING

EXPERIENCE

Duo Form Plastics

Marketing Manager / June 2023 - January 2025

- Work to build DUO brand for aftermarket through social media, advertisements and working with DUO's aftermarket distributors and partners
- Oversee all social media accounts associated with the company, create daily content and interact with users online, work to build the company's social media following and expand its reach
- Manage relations with the press and work to keep the company in front of the target market and create ads in the relevant trade magazines
- Facilitate coordination with the company's sales team to build coordinated advertising campaigns through creation of videos, photos and literature
- Keep the company's websites and online stores updated and constantly improving.

TMJ & Sleep Therapy Centre

Marketing Coordinator / January 2023 - May 2023

- Manage company's social media platforms
- Assist in development, execution and tracking of marketing campaigns
- Assist in the planning and implementation of special events
- Act as point of contact for outside hosts and assist in planning their events
- Manage distribution of outgoing materials and gifts
- Assist with staff gifts, activities to boost morale, internal marketing and organizing team building events

Jayco, Inc

Graphic Design Specialist / March 2021 - December 2022

- Create and edit floorplan renderings and plot maps utilizing CorelDRAW and editing product photography
- Create assets which may include: literature, sell sheets, flyers, print ads, digital ads and social media assets to support the marketing team
- Design and order new business cards
- Make landing pages for the Jayco website
- Use MailChimp to design and code email campaigns for dealer newsletters

Master Tech RV and Custom Coach

Graphic Designer/Marketing Specialist/ March 2020 - March 2021

- Update website, inventory system and online stores.
- Produce Youtube videos and film content.
- Create and modify sales flyers for RV events and other promotions.
- Post various content on social media platforms.

Wear Haus Designs

Graphic Designer / September 2018 - March 2020

- Work with the screenprinting press and direct to garment printer.
- Discuss design ideas with customers.
- Set up the design for screenprinting. This includes color separation and lining up the film to be burned on the screens.

Site Enhancement Services

Graphic Designer / March 2016 - August 2018

- Produce large numbers of multi-page client documents of varying content, while maintaining established template layouts, often under tight deadlines. This includes working with Word or Excel documents, vector based architectural site plans and elevations, original and manipulated photos, as well as client brand standards.
- Editing, repurposing and completing drawings to meet the client's expectations.
- Organize and maintain our client's brand and sign standards, as well as our internal design files.
- Produce consistent and accurate information with high level of detail.

CONTACT ME

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EDUCATION

Ball State University
2011-2015
Visual Communications
Major
Graphic Arts Technology
Minor

EXPERTISE

Adobe Creative Suite
CorelDRAW
Final Cut Pro
Mac & PC Systems
MailChimp
Microsoft Office
Prepress/Publishing
Screenprinting press
Wordpress

SKILLS

Brand Identity
Corporate Communication
Creative Strategy
Copywriting & Editing
Floorplans & Wayfinding
Social Media
Typography