

Laura Ahrendt

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DESIGNER

PROBLEM SOLVER

CREATOR

PROJECT MANAGER

EMPLOYMENT

Imports Coordinator

Midwest Express - Eagan, MN

August 2025 - present

- Compiled and reviewed customs compliance forms and cargo documentation for a large volume of imports
- Generated and organized delivery and pickup orders for freight
- Served as point of contact for hundreds of customs brokers, freight forwarders, and vendors
- Provided professional customer service for imports related inquiries
- Performed complex, detail specific data entry

Creative Brand Strategist

Scalp Rejuvenate - Richfield, MN

February 2025 - Present

- Redesigned company website to match branding & streamlined booking, upping appointments by 55% within the first month
- Updated service descriptions & FAQ, successfully cutting down on phone calls asking questions
- Designed print brand package including business cards, brochures, and rewards cards
- Organized off-site staff events including meetings, employee gatherings, and educational events
- Created internal training & inventory documents to aid in operations efficiency

SKILLS

PROGRAMS Photoshop, InDesign, Illustrator, Acrobat, Animate, XD, Figma, Canva, CapCut, MailChimp, Shopify, WordPress, Wix, Basic CSS & HTML, Excel, Powerpoint, Word, MAC & Windows

DUTIES Logo design, Branding, Digital marketing, Social Media Management, Layout Design, Packaging, Pre-press, Presentation Design, Infographics, UX/UI Design, Copywriting, Vector Illustration

OTHER SKILLS Creative problem solving; Detail-oriented; Process development; Quick to learn new skills & concepts; Proactive; Efficient

Design & Communications Lead

Deneen Pottery - Saint Paul, MN

May 2018 to January 2025

- Illustrated, designed, & converted customer artwork for hundreds of clients to be used on our products
- Lead conceptualization and execution of a wide variety of design pieces across the Deneen Pottery brand for both internal and external communications
- Prepared merchandising proposals for clients including Disney, Mattel, Bones Coffee Company, National Parks, and more
- Built & managed new company web store, growing sales by 51% over 6 years
- Implemented & executed marketing calendar including every other day social media, monthly e-newsletters, quarterly mailers, and yearly catalogs

Buying & Marketing Assistant

Runnings - Marshall, MN

May 2010 to May 2018

- Created in-store signage, end-cap displays, & plan-o-grams to drive sales
- Proofread marketing pieces
- Edited product images
- Managed vendor brand assets & usage
- Prepared reports & spreadsheets to aid in tracking buying trends at stores

EDUCATION

BACHELOR OF ARTS IN GRAPHIC DESIGN AND FINE ARTS

Southwest Minnesota State University - Marshall, MN

August 2012 to May 2015

- Summa Cum Laude Honors (3.9 GPA)
- Student Art Director of the Southwest Marketing Advisory Center (SMAC)
- Fine Arts Scholarship
- SMAC Scholarship