

RAELYNN SCHUETY

Raelynn Schuety
Duluth, MN
raelynnschuety@gmail.com
218-429-2504
[Portfolio](#)
[LinkedIn](#)

Soft Skills

- Communication
- Creative Thinking
- Organization
- Analytical
- Time Management
- Copywriting

Software

- Illustrator
- InDesign
- Photoshop
- Canva
- Google Suite
- Microsoft Office
- Meta Suite
- WordPress

Leadership

President

Marketing & Graphic Design Club
September 2021 - April 2023

Mentor

UMD LSBE Mentor Program
January 2023 - April 2023

Awards

UMD Allan L. Apter LSBE
Academic Scholarship
May 2022

UMD Fresh Foundations

Best in Show
December 2020

Certifications

Social Media Marketing for Small Business

LinkedIn Learning
October 2022

Education

University of Minnesota Duluth | Duluth, MN
Marketing & Graphic Design BBA | 3.4 GPA

Experience

Marketing & Events Intern

Duluth Library Foundation | Duluth, MN

June 2023 - Present

- Manages digital marketing for donor engagement through emails, social media, and paid ads.
- Designs print & digital assets for DLF events, fundraising appeals, and social graphics.
- Oversees and manages social media content creation and execution.

Marketing Intern

Great Lakes Stone Supply | Duluth, MN

April 2023 - June 2023

- Responsible for planning, creating and managing social media content.
- Utilized email marketing tactics to engage with contractors, open rate of 80%.
- Designed new logo and branding for upcoming ownership change.

Prestige Beauty Advisor

Ulta Beauty | Duluth, MN

November 2021 - March 2023

- Greeted guests, offered assistance on finding products, and kept up on current promotions.
- Averaged 15% of total sales goals on brand event days.
- Capitalized on upselling additional products and services to guests to increase sales.

Projects

Year-End Fundraising Campaign

Duluth Library Foundation | Duluth, MN

October - December 2023

- Exceeded \$20,000 goal, raising over \$30,000 for the Duluth Public Library.
- Implemented a spontaneous video addition to our social media strategy, gaining 150+ interactions and reaching 3000+ people across 3 platforms.
- Led design & crafted compelling copy, shaping campaign identity for effective communication.

Learning & Libations at the Library

Duluth Library Foundation | Duluth, MN

July - September 2023

- Helped coordinate and led design of assets for annual Learning & Libations fundraiser, raising \$38,000 for the Duluth Public Library.
- Executed and managed digital paid ads, reaching 9,000+ people in the greater Duluth area.

Freelance

Blue Flame Firewood Logo Design

Blue Flame Firewood | Duluth, MN

November 2023

- Led client consultations to identify color preferences, typography, and imagery for logo design.
- Tailored logo design to align with the dynamic needs of diverse client businesses.
- Ensured timely and professional communication with client, fostering positive relationships and facilitating clear design collaboration.

Restaurant Menu Redesign

Gabby's Eats & Treats | Palisade, MN

May 2022

- Created restaurant menu in Adobe Illustrator, matching interior aesthetics.
- Held frequent client meetings to gather feedback and incorporated changes.
- Provided proofs for precise, high-quality print results, ensuring client satisfaction with meticulous attention to detail.