

Annika Wachter

GRAPHIC DESIGN • SOCIAL MEDIA MANAGEMENT

✉ wachtervisionajw@icloud.com

📞 (402)369-1638

SUMMARY

Experienced Graphic Designer and Social Media Manager with 3+ years experience in creating a highly diverse skill set that bridges visual creativity and digital strategy in designing compelling graphics for various platforms, ensuring that visual content aligns with brand identity and engages target audiences.

EDUCATION

University of Nebraska at Omaha 2022-2026
Bachelors of Studio Arts with a concentration in Graphic Design and a minor in Art History

Wayne State College 2021-2022
Bachelors in Graphic Design

SKILLS

- Reliability
- Creative Problem Solving
- Willingness to Learn
- Organization
- Proactive
- Attention to Detail
- Time Management
- Basic HTML

SOFTWARES

- Adobe Suite
- Social Media
- Canva
- Microsoft Suite
- WIX
- Figma
- Maya

CERTIFICATIONS

- Canva | Canva Design School
- Social Media | Hubspot, Google Analytics, LinkedIn Learning
- First Aid & CPR | American Red Cross

PORTFOLIO & SOCIAL MEDIA

Portfolio: bit.ly/annikadesigns.com
Social Media | @theaverageann

Scan the QR code for my linktree!



WORK EXPERIENCE

YMCA of Greater Omaha | Digital & Design Associate
Omaha Nebraska | September 2023-June 2026

- **Designed** marketing materials including signage, brochures, fliers, billboards, postcards, and digital ads following Y-USA brand guidelines.
- **Prepared** production-ready files and printed large-format 24x36 and 11x17 posters in-house.
- **Collaborated** with the marketing team to support social media campaigns and brand consistency.
- **Managed** multiple design projects simultaneously in a fast-paced environment.

Blackstone Theater | Social Media Intern

Omaha Nebraska | January 2025-Present

- **Enhanced** photo and video content for digital marketing campaigns and event promotion.
- **Led** a branding transition to improve visual consistency across platforms.
- **Scheduled** and managed content for Instagram, Facebook, and TikTok.
- **Managed** marketing budgets and coordinated project needs to support campaign goals.

Maggie Douglas for State Board of Education | Social Media Manager & Graphic Designer

Omaha Nebraska | May 2024-November 2024

- **Developed** social media strategies for a 2024 political campaign.
- **Designed** branded graphics and promotional content to increase voter engagement.
- **Organized** and edited video content highlighting campaign messaging and events.
- **Collaborated** on marketing initiatives in a fast-paced, deadline-driven environment.

Nature Hills Nursery | Social Media Manager & Graphic Design Intern

Omaha Nebraska | August 2023-January 2024

- **Implemented** a CMS to organize and schedule marketing content.
- **Produced** promotional graphics and social media campaigns using Canva.
- **Participated** in strategic meetings to improve marketing initiatives.
- **Assisted** with website content updates and basic HTML edits.