

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–Present

- **Communicated** with Directors from association branches to help create specialized marketing for events.
- **Developed** and managed brand standards through marketing materials and campaigns.
- **Organized** printing and distribution of marketing materials for all association branches.
- **Managed** several projects at once.

Blackstone Theater | Social Media Intern

Omaha Nebraska | January 2025–Present

- **Enhanced** photos and video content for digital campaigns to visually communicate event messaging.
- **Lead** the company through a branding transition to create consistent brand awareness.
- **Scheduled** content across platforms such as Instagram, Facebook, and TikTok.
- **Balanced** a marketing budget to ensure strategies were accessible to the company.

Maggie Douglas |

Social Media Manager & Graphic Designer

Omaha Nebraska | May 2024–November 2024

- **Developed** and communicated social media content strategies to promote a 2024 political campaign.
- **Designed** graphics and crafted engaging captions to encourage voter interaction and event attendance.
- **Tailored** marketing strategies that best suited the overarching campaign goals.
- **Organized** videos to highlight the candidate's policy positions and personal stories as an educator.

NatureHills.com |

Social Media Manager & Graphic Design Intern

Omaha Nebraska | August 2023–January 2024

- **Implemented** a CMS to organize, plan, set goals, and schedule future content.
- **Engaged** in strategic meetings to plan and improve future social media initiatives.
- **Produced** visually engaging marketing campaigns utilizing Canva to support social media and promotional efforts.
- **Acquired** basic HTML knowledge to enhance user experience and support website content updates.