

# Denise Brinkman

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## Technology

### ★★★ Expert

Adobe Photoshop  
Adobe InDesign  
Pixellu SmartAlbums  
Adobe Bridge  
Pinterest for Business

### ★★ Advanced

Adobe Illustrator  
Microsoft Office  
Google Drive  
HTML and CSS  
Facebook Ads

### ★ Proficient

Infusionsoft  
Wordpress  
Showit  
Shopify

## Education

University of Minnesota  
Twin Cities, 2009

Bachelor of Arts  
Cum Laude Honors

Major: Journalism  
(Visual Communication)

Minor: Sociology

## Portfolio

DeniseBrinkman.com

## Align Album Design • General Manager & Designer

General Manager: 2014 - 2019 | Album Designer: 2014 - Present

Worked remotely; company based in Phoenix, AZ

- Conducted nearly all daily operations of a small business owned by a solo entrepreneur
- Designed album and photobook layouts for professional photographers worldwide
- Managed a team of 5-10 designers and oversaw company-wide project management
- Cultivated relationships with photographers through above-and-beyond customer service
- Launched new products/services and developed their associated workflow procedures
- Partnered with a web developer to strategically design a fully-customized payment website
- Troubleshoot technology issues for both employees and clients
- Updated social media, blog, and e-newsletters

## Canterbury Park Racetrack • Marketing Coordinator

April 2009 - July 2013 | Shakopee, MN

- Provided design services for all departments with a special focus on marketing needs.

Print & Digital Ads	Billboards	Logos & Branding	Jumbotron Ads
Brochures & Flyers	Coupons	Email Newsletters	Daily Racing Program
Mailers & Postcards	Signage	Annual Reports	Christmas Cards
- Managed graphics and content for the company website, social media, and e-newsletters
- Addressed customer questions and concerns via phone, email, and in-person communications
- Planned and executed promotional events for horse racing and card casino customers
- Interviewed, hired, and managed a team of three interns each summer

## University of Minnesota Housing • Community Advisor

September 2007 - May 2008 | Minneapolis, MN

- Established and maintained a residence hall community for college freshmen
- Planned social, educational, and recreational programs
- Enforced university policies by confronting violations

## Name Your Frame & Photography • Photography Assistant

May 2006 - September 2007 | Hutchinson, MN

- Worked as the secondary photographer at weddings
- Edited and categorized photographs in preparation for delivery to clients
- Maintained storefront office and handled monetary transactions
- Updated the company website with new photographs and customer testimonials