

DANIELLE R. EXLER

870 REAVIS BARRACKS ROAD, ST. LOUIS, MO 63125 | 636-212-1777 | DANNIEXLER99@YAHOO.COM



PERSONAL STATEMENT:

I am a dedicated and creative individual offering expertise in visual design and marketing. After graduating from Webster University with a Bachelors Degree in Interactive Digital Media, summa cum laude, and class honors, I began my career specializing in marketing and visual design. I have a passion for bridging the gap between marketing campaigns and visual components to strengthen brand strategy. To date I have completed various projects in UI and UX design, layout design, and branding strategy.

EXPERTISE AND FUNCTIONAL SKILLS IN:

- Brand Strategy
- Marketing Strategy
- Design Strategy
- Media Literacy
- Media Writing
- Basic Digital Photography
- Basic HTML and CSS
- UI Design
- Trade Show Coordination

PROGRAM AND SOFTWARE SKILLS:

- Adobe Suite
 - Photoshop
 - Illustrator
 - InDesign
- -XD
 - Dreamweaver
 - Bridge
 - Premier Pro
- Microsoft Office
 - Access
 - Excel
 - Publisher
- -Word
 - PowerPoint

EDUCATION:

- | | | |
|--------------------------|-------------|-----------|
| • Fox Senior High School | Graduate | 2014-2018 |
| • UMSL | Dual Credit | 2016-2018 |
| • Missouri Baptist | Dual Credit | 2016-2017 |
| • Jefferson College | Dual Credit | 2017-2018 |
| • Webster University | BA | 2021 |

SPECIAL RECOGNITIONS:

- | | | |
|----------------------------|--------------------|-------------|
| • Dean's List | Webster University | F2018-S2021 |
| • Webster Gold Scholarship | Webster University | 2018-2022 |
| • <i>magna cum laude</i> | Fox High | 2018 |
| • <i>summa cum laude</i> | Webster University | 2021 |
| • Department Honors | Webster University | 2021 |

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JOB EXPERIENCE:

• Oddball Ink	Shop Assistant	OCT 2018 - MAR 2020
• 101 Beach Inc	Shop Assistant	MAY 2020 - DEC 2020
• Envision by Design	Intern	DEC 2020 - MAY 2021
• Senior Marketing Specialists	Graphic Designer/ Marketing Associate	JUNE 2021 - SEP 2022
• Eaton - Bussmann Division	Senior MarCom Analyst	SEP 2022 - PRESENT

KEY PROJECTS:

Travel Guide

[VIEW PROJECT](#)

This was a sample publication created around traveling around Ireland. This project demonstrated various skills within the publication making industry. Photos and some graphics sourced from free stock resources.

SMS University

[VIEW PROJECT](#)

This project was a complete overhaul of an existing website designed to provide training to insurance agents. For this rehaul, a game like concept with heavily stylized backgrounds and buttons was generated. Custom illustrations were created to compliment the concept. Implementation of the site features and design were accomplished with WordPress Elementor.

Christy's Eco Gardening

[VIEW PROJECT](#)

This project was a logo and brand guide creation for an ecologically concious garden and yard service. Through communication with the client the logo was conceptualized and illustrated in 3 levels of iterations. This project shows brand stragety, illustration skills, and logo design with understanding of production standards.

THANK YOU FOR YOUR TIME AND CONSIDERATION.
I LOOK FORWARD TO HEARING FROM YOU.
REFERENCES AVAILABLE UPON REQUEST.