



# Manpreet Dhillon

*Innovative Graphic Designer with Marketing Background*

## Get in Touch



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simplymdesigns.com



Las Cruces, NM

## Education

Bachelor of Science in Business,  
Marketing Concentration

*Kelley School of Business*

INDIANA UNIVERSITY, INDIANAPOLIS

Design Production (Minor)

*Herron School of Art + Design*

INDIANA UNIVERSITY, INDIANAPOLIS

## Experience

### CREATIVE MARKETING SPECIALIST

03/2019 - PRESENT

*Indiana Farm Bureau Insurance*

- Design marketing, advertising, and communication campaigns to support 400+ agents and internal stakeholders
- Support launch of new company branch by working on branding, logos, print materials, agent advertising and corporate campaign
- Produce weekly internal marketing newsletter for 1,000+ employees via Bananatag
- Onboard new agents by taking professional headshots, writing bios, and setting up initial marketing materials (i.e. business cards, bifold mailers, postcards, etc.)
- Present in-house advertising resources and corporate advertising efforts to new agents
- Spearheaded efforts within the Inclusion and Diversity Council to streamline internal and external DEI communications

### MARKETING & DEVELOPMENT ASSOCIATE

01/2018 - 02/2019

*Ronald McDonald House Charities of Central Indiana (RMHCCIN)*

- Created & scheduled social media content to build awareness, increase engagement & generate revenue
- Designed & developed marketing material using Adobe Creative Suite including print material, web graphics and promotional items
- Captured client stories via videography and photography
- Co-led inaugural #SockItforRMHC social media campaign resulting in over \$15,000 in revenue
- Managed website (rmhccin.org) through Sitefinity content management system & WordPress
- Coordinated third party fundraisers held on behalf of RMHCCIN

### INDEPENDENT GRAPHIC DESIGNER

08/2016 - 12/2017

*Ronald McDonald House Charities of Central Indiana (RMHCCIN)*

- Designed & developed promotional flyers, post cards, invitations and other marketing material using Adobe Illustrator
- Updated website (rmhccin.org) through Sitefinity content management system and WordPress to meet global branding guidelines and ADA requirements
- Created web graphics including digital display advertisements and promotional graphics using Adobe Photoshop

### MULTIMEDIA INTERN

05/2016 - 08/2016

*Ronald McDonald House Charities of Central Indiana (RMHCCIN)*

- Designed and updated graphics to meet Ronald McDonald House Charities global re-branding guidelines using Adobe Illustrator
- Created and scheduled social media content through Hootsuite
- Created web content for upcoming events on WordPress
- Produced monthly e-newsletter content using Constant Contact

### PROGRAM ASSISTANT

07/2015 - 08/2017

*IUPUI Themed Learning Communities (TLC) Office*

- Led the redesign and re-branding of the TLC website (tlc.iupui.edu) resulting in a student-facing website
- Updated the TLC website using DotNetNuke web content management system
- Planned and promoted annual TLC Curriculum Retreat (100 people) and other outreach events
- Created target communications using Adobe Creative Suite (Illustrator, Photoshop, InDesign), including marketing material for 2,000+ incoming students
- Administered Adobe Illustrator workshop for six colleagues