

# FOSTER GERLACH

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## EDUCATION

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### UNIVERSITY OF MINNESOTA-DULUTH, Duluth, MN

Major: Graphic Design Marketing

Minor: Management

Expected Graduation Date – May 2028

Current UMD GPA – 4.00

### ROSEVILLE AREA HIGH SCHOOL, Roseville, MN

Graduated- June 2024, GPA 3.6

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## EXPERIENCE

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### EXPERIENCE & SKILLS

Marketing Assistant  
Strategic Enrollment Management Marketing & Communications  
University of Minnesota Duluth  
March 2025 – Present

- Refreshed the Admissions virtual tour and map experience in the Concept3D platform, including updating branding and photography while analyzing data and analytics to inform improvements for user experience
- Designed various pieces of marketing collateral and assets for various Strategic Enrollment Management units with a focus in Undergraduate Admissions including: Posters, social media, icons, and slideshow presentations
- Website design and improvements to support accessibility of UMD Strategic Enrollment Management websites
- Actively participated in meetings, team collaboration and review process to improve each project.
- Provided student insight and feedback to better attract and market towards new potential students
- Alumni event support

Webmaster  
Duluth Monarch Buddies - Non-Profit  
April 2025 - Present

- Managed the nonprofit's website, ensuring accurate content, usability, and strong visual presentation.
- Improved site performance to increase community and donor engagement.
- Collaborated with program and communications teams to develop mission-aligned digital content.

**Software platforms utilized:**

- Adobe InDesign, Illustrator, Photoshop, and Lightroom
- Google Workspace Suite
- Figma
- AirTable Project Management System
- Photoshelter
- Concept3D Virtual Map
- Squarespace & Wix
- Instagram

**Graphic Design & Marketing Experience**

- Strategic Enrollment Marketing & Communications Assistant
- Duluth Monarch Buddies Web Master
- Lawn Care Marketing & Logo Design
- Marketing & Graphic Design Club – Communicating with fellow designers & working with clients
- Student Design Organization Member

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**ADDITIONAL EXPERIENCE**

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**CUB FOODS**, Roseville, MN August 2022 – August 2024

- E-Commerce Management: Managed and optimized online purchasing processes, ensuring timely and accurate order fulfillment. Utilized in person and remote communication throughout each order
- Inventory Management: Enhanced customer experience by strategically arranging products on shelves according to merchandising guidelines and seasonal trends
- Cashier: Provided exceptional customer service by efficiently processing transactions, addressing inquiries, and resolving issues to enhance customer satisfaction
- Pricing: Maintained accurate pricing across product lines, reducing pricing errors across the store

- Self-Checkout Attendant: Provided comprehensive support to customers using self-checkout stations, resolving technical issues and guiding customers through the checkout process to enhance overall satisfaction

**FOSTER'S LAWN CARE** Owner, Roseville, April 2021 - Present

- Established customer base by creating marketing material introducing myself personally, as well as through the Nextdoor App, negotiating my services
- Responsible for scheduling and maintaining lawn care as needed
- Communicated with customers in a timely manner and addressed any disputes in a kind and professional manner

**LUNDS & BYERLYS**, Roseville, MN April 2021 – August 2021

- Assisted customers with bagging their groceries
- Communicated effectively with managers, coworkers, and customers in a courteous fashion
- Served as Courtesy Clerk with efficiency and accuracy

**BABYSITTING**, Roseville, Three Boys, MN – March 2024

- Managing three boys' schedule
- Providing care and fun activites
- Meal preparation
- Utilized patience, communication and adaptability

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**EXTRA CURRICULAR ACTIVITIES**

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- Marketing & Graphic Design Club – Communicating with fellow designers and working with clients
- Tennis – High Scholl Varsity Singles and Doubles (Freshmen-Junior) + Junior Varsity Singles 1 (Freshman)
- Roseville Theatre Crew Member
- Roseville Luthran Church Youth Group Member

#### Additional Skills

- Hard working, caring, compassionate friend, employee and student
- Driven to do my best in academics as well as professional pursuits