



Sandra Blumer —
Graphic Design

EXPERIENCE

- Freelance**
Graphic Designer
Boise, ID | Oct. 2023 - Present
Graphic Designer specializing in branding, with experience developing cohesive brand identities through logos, brand assets, typography, and brand guidelines. Translates client visions into impactful designs and manages projects from concept to delivery.
- C Squared Social**
Sr. Internal Marketing Coordinator
Boise, ID | Mar. 2022 - Sept. 2023
Developed design briefs, marketing collateral, and content for a high-volume digital agency, working closely with internal graphic designers. Managed \$75k in monthly ad spend across 7+ platforms, increasing average deal value by 23% and ROAS by 11%. Edited videos, podcasts, and internal design assets.
- Women's and Children's Alliance**
Marketing & Communication Specialist
Boise, ID | Sept. 2021 - Feb. 2022
Designed print and digital marketing materials, led website updates, created blog content, and supervised Boise State interns, ensuring cohesive branding across all platforms. Implemented social media and email marketing strategy with visually compelling graphics and targeted content.
- Americorps, City of Boise**
Environmental Educator, Restoration Tech
Boise, ID | Sept. 2020 - Sept. 2021
Completed a year of service with Palouse-Clearwater Environmental Institute, developing and delivering 25+ ecology lessons. Contributed to vegetation restoration efforts in the Treasure Valley and led community hikes in collaboration with the Idaho Conservation League.

EDUCATION

University of Oregon **UC Berkeley Extension**
BA History Graphic Design Certificate

PORTFOLIO & CONTACT

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