

PAIGE MULDER

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Graphic design and marketing student at Northern Michigan University, driven by creativity, communication, and community. Leveraging design and marketing knowledge from coursework to create compelling narratives on social platforms. I thrive in collaborative environments focused on meaningful engagement, committed to fostering inclusive spaces for all.

EDUCATION

Bachelor of Fine Arts: Graphic Design

May 2028

Minor: Marketing

Northern Michigan University, Marquette, MI

GPA: 3.69, Dean's List all semesters

President of CMD+C Design Society

Northern Michigan University Brand Ambassador

RELEVANT EXPERIENCE

Graphic Designer

May 2026 - Present

Marketing Department, Northern Michigan University, Marquette, MI

- Design graphics for multiple departments across campus, including print and digital work in Illustrator, Photoshop, and InDesign, to maintain marketing continuity and encourage student enrollment
- Updating Northern Michigan University's email marketing, mailed materials, and pamphlets to a mailing list of 40,000 people

Assistant Art Director and Social Media Manager

May 2026 - Present

Students' Art Gallery, Northern Michigan University, Marquette, MI, @sagnmu on Instagram

- Served as the creative director, leading the social media manager through training on social media performance, monitoring metrics, and creating KPI's to measure organizational growth
- Created graphics and posters to increase engagement, developed a mood board based on each show, often using Behance as a reference, engaged in a review process with other team members and management, and executed final asset creation in Adobe Illustrator and Adobe Photoshop

Social Media Intern

Dec 2025 - May 2026

School of Art and Design, Northern Michigan University, Marquette, MI, @nmuart on Instagram

- Designed and created assets using Adobe Express for story highlights and posts for multiple stakeholders, including alumni, current, and prospective students
- Produced short-form video content in CapCut for Instagram Reels to promote gallery features, student showcases, and upcoming events
- Monitored analytics and engagement, resulting in a 42% increase in user engagement

Event Coordinator and Social Media Manager

June 2025 - Aug 2025

Glimpse of Africa, Grand Rapids, MI, @aglimpseofafricagr on Instagram

- Directed volunteer training, management, and outreach for an annual festival with a focus on the African immigrant community
- Coordinated 70+ vendors, including first-time food vendors, fire marshal inspections, and city visits, resulting in a smoothly run event with over 5000 attendees
- Managed Instagram and Facebook through Meta Business Suite and developed engaging content to build event anticipation