

Avery Semmler

MARKETING & GRAPHIC DESIGN

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Summary

Marketing and graphic design professional with hands-on experience in social media management, branding, logo and website design, e-commerce, photography and content creation. Proficient with Adobe Creative Suite, Figma, Canva, Wix, Meta Business Suite and HTML/CSS. Delivered campaign visuals, sales sheets, logos, brand guides and social media templates, and built websites with UX/UI considerations—experience directly relevant to creating promotional pieces, social media graphics, contributing to corporate visual identity, and supporting website/app design. Strong collaborator with client-facing experience and a record of organizing and managing brand assets for ongoing use and growth.

Work Experience

Freelance Graphic Design & Photography

Mar 2025 - Present

AveryMarie LLC

- Designed logos, tee graphics and brand assets for clients, producing visual deliverables aligned to client brand goals.
- Created brand guides and managed social media content, establishing consistent visual identity and organizing assets for client use.
- Shot event photography to support brand marketing efforts and provided imagery for promotional and social content.

Marketing Intern

Jun 2025 - Aug 2025

Fischer & Wieser

- Designed a website for a craft distillery, incorporating e-commerce and branding elements with attention to UX/UI and visual consistency.
- Created sales sheets and managed social media accounts while supporting PR and event planning to promote products and campaigns.
- Shot product and lifestyle photography for marketing and promotional use, supplying imagery for digital and print assets.

Social Media Manager

Oct 2024 - Dec 2024

Opal & Lolli

- Designed brand logo and developed a cohesive visual identity for the client to support consistent brand presentation.
- Launched and consulted on Instagram strategy and account setup, advising on content structure and visual direction.
- Created social media templates and helped manage account content to streamline production of social graphics and posts.

Marketing Intern

May 2024 - Aug 2024

Camp Gladiator

- Managed social media accounts and maintained client relationships through active engagement and content moderation.
- Contributed to a 4th of July campaign by designing visuals and coordinating content delivery for promotional efforts.
- Collaborated on social media strategy and participated in brainstorming sessions to generate creative content ideas.

Sales Representative

Feb 2020 - Dec 2024

Barefoot

- Provided personalized customer service to drive sales and build long-term client relationships, representing brand values in face-to-face interactions.
- Promoted brand image by modeling products and engaging as a brand ambassador, supporting in-store merchandising and presentation.
- Restocked merchandise and handled transactions efficiently, supporting day-to-day retail operations and promotional displays.

Education

Bachelor of Science, Marketing, Minor in Graphic Design

Aug 2022 - Dec 2025

Texas A&M University

Awards

AAF Houston Competition

2025-11

AAF

- Recognized for best marketing strategy and campaign for client

Skills

Tool

Adobe Creative Suite • Figma • Canva • Wix • Meta Business Suite

Technology

HTML, CSS

Skill

Social media management • Branding • Logo design • Graphic design • Photography • Content creation • Instagram strategy • E-commerce

Organizations

Sisterhood for Good

Aggie Advertising Club

AIGA (Aggie Graphic Design Club)