



Blogger + Digital Designer

beccatetzlaff.com

beccatetzlaff@gmail.com

262.364.9100

experience

Organically Becca LLC

August 2016 - Present
New Berlin, WI

Owner + Blogger

- Started an organic beauty and health hobby blog and turned it into a business, helping thousands of women live more holistic lifestyles.
- Designed all assets for the blog, social media, newsletter, as well as content creation and organization.
- Maintained multiple social media accounts, private Facebook group, and a weekly newsletter while fostering a thriving community.
- Wrote content both as a ghost and guest blogger on other sites.
- Concepted, produced, and sold t-shirt merchandise.

Aurora Health Care

June 2013 - November 2017
Milwaukee, WI

Multimedia Designer

- Designed digital assets such as banner ads, website designs, infographics, Facebook posts, icons, and presentations.
- Teamed with copywriters and brand managers to concept and execute multi-channel campaigns, including print pieces.
- Worked hand-in-hand with social media and PR partners to create a blog and social media content.

Trivera Interactive

June 2012 - August 2012
Menomonee Falls, WI

Web Design Intern

- Wireframed, prototyped, and began implementation of a responsively designed website within the Concrete5 Content Management System.
- Assisted project manager with timelines, site maps, and content delivery documents for clients such as Potawatomi Bingo Casino.

University Dining Services

October 2011 - May 2013
Stevens Point, WI

Web Designer + Student Manager

- Maintained and updated website for the campus dining service, using HTML + CSS within the SharePoint content management system.
- Collaborated, brainstormed, and prototyped with graphic designers on projects and new content.

education

University of Wisconsin Stevens Point

September 2009 - May 2013

Web + Digital Media Development Major (Design Focus), Spanish Major

- Bachelor of Arts

Culture Institute of Oaxaca, Mexico

June 2011 - August 2011

Intensive Spanish Language Program

- Study Abroad
- Grammar, History, and Literature Courses