



Caroline Schulze

Brenham, Texas | schulzec161@gmail.com | (979) 530-6271 | LinkedIn: Caroline Schulze

EDUCATION

University of Houston, Kathrine G. McGovern College of the Arts

May 2023

Bachelor of Arts, Graphic Design

Minor, Psychology

GRAPHIC DESIGN EXPERIENCE

Caroline Schulze Design

March 2025 - Current

- Create engaging photography and videography content for social media and websites, including full editing and post scheduling, while tracking performance metrics to refine strategy and boost audience engagement.
- Design custom graphics, advertisements, logos, and product mockups for diverse clients using design insights and analytics to guide creative decisions and strengthen visual branding.
- Build and maintain responsive websites while incorporating SEO and user data analyzation to optimize design and traffic.

Texas Gardener Magazine Graphic Designer

May 2024 - Current

- Construct advertisement designs which are strategically crafted to promote products and companies effectively by possessing a deep understanding of marketing principles and strategies.
- Develop engaging social media posts aimed at promoting gardening by sharing valuable tips and tricks for optimal growing as well as highlighting the benefits and features of the Texas Gardener magazine and its products.
- Specialize in video editing tailored to the Texas Gardener social media platforms, focusing on promoting various gardening events and facts that showcase while effectively conveying key messages to the audience.

EXPERIENCE

Brenham Independent School District Substitute

February 2025 – May 2025

- Maintain a structured learning environment by following lesson plans, enforcing classroom rules, and ensuring student engagement.
- Collaborate with faculty and staff to provide continuity in education, while effectively communicating with students to foster a positive learning experience.
- Adapted teaching methods to ensure the continuity of education in the teacher's absence.

Brenham National Bank Teller

November 2023 – January 2025

- Demonstrated preciseness within bank software Jack Henry with a record of skillful financial transaction management.
- Possessed interpersonal skills to provide outstanding client service as well as participate in an inclusive environment.
- Dedicated to upholding the highest standards of confidentiality and accuracy while advancing financial literacy.

ORGANIZATIONS

Brenham National Bank, Marketing Committee, Member

November 2023 – January 2025

- Created graphics for ATM machines located in various locations in Brenham, Texas; Attend meetings in which the best marketing techniques and trends which can be used for social media pages are discussed.