tracey wolfgang

CONTACT

twolfgang20@gmail.com

630.484.8457

traceywolfgang.com

EDUCATION

SCHOOL

University of Missouri

BACHELORS DEGREE

Textile & Apparel Management

TRACK

Product Development

MINOR

Business

SKILLS

- Adobe Creative Cloud
- Animation
- Management
- Typography
- Calligraphy
- Photography

EXPERIENCE

DESIGNER + FOUNDER

Wolfgang Creative Co./Remote/Oct 2018-current

I founded this boutique creative firm in 2018 as a way to have more creative flexibility while also having more face time with clients. I work with clients to help identify, lead and fulfill their marketing design needs with branding, communications, websites, advertisements, social media and print. I have signed contracts with companies such as Ulta Beauty, Informa, New York Life, loanDepot and Matrix Partners as well as locally owned businesses.

CREATIVE MARKETING MANAGER

MBS Pilates/Remote/Jun 2025-curret

I brought MBS Pilates on as a client to start their digital marketing presence. I plan, create and implement their digital advertising approach, their newsletter communications, their events schedule and their monthly social media strategy. I design and source the studio merchandise and have led the studio through an interior design facelift. Since starting, the studio has grown into a second location, has a 80% email open rate and has tripled in social media traffic.

CONTRACT SENIOR DESIGNER

Informa Engage/Contractor/Feb 2018-current

Since bringing on Informa as a client, I have lead the traditional design team which designs and creates digital and print graphics, including infographics, white papers, eBooks, newsletters, storyboards and social posts. I have primarily worked within the Food & Beverage, Health & Nutrition and Wealth Management sectors. Through this role, I have mastered creating for any type of branding as I manage hundreds of different clients a year, some of which include poppi, Campbells, Ferrero, Clifbar, Cetera and Ritual Zero Proof.

CONTRACT GRAPHIC DESIGNER

Ulta Beauty/Contractor/Jun 2022-Feb 2024

When Ulta Beauty was a client of my business, I worked with their social media team to plan, direct and design organic and paid social posts, stories and pins for Tik Tok, Instagram and Pinterest. I also creatively directed video advertisements for promotions, sales and holidays.

DIGITAL DESIGNER

HOLLY HUNT/Chicago, IL/Jan 2022-Jan 2023

I was the first digital designer for HOLLY HUNT, as digital marketing was new. I helped implement best practices, schedules and templates for all digital graphics, including email marketing, ecommerce and social media. In Jan 2023, I converted HOLLY HUNT to a client of Wolfgang Creative Co.

tracey wolfgang

CONTACT

twolfgang20@gmail.com

630.484.8457

traceywolfgang.com

EDUCATION

SCHOOL

University of Missouri

BACHELORS DEGREE

Textile & Apparel Management

TRACK

Product Development

MINOR

Business

SKILLS

- Adobe Creative Cloud
- Animation
- Management
- Typography
- Calligraphy
- Photography

EXPERIENCE CONTINUED

GRAPHIC DESIGNER

FTD/Remote/Nov 2020-Dec 2021

During my time at FTD, I worked on both the consumer facing and B2B business side of the company. For consumers, I was planning and designing all newsletter communications and social media posts. I was also laying out the catalogs, creating website graphics and working on drop-ship packaging design. For the B2B and wholesale side of the business, I was planning and designing florist communication emails, shop materials for florists and laying out sales catalogs. I helped lead the creative team through a full company rebrand, which required updated logos and branding guidelines, redesigned templates for newsletters and social media, new packaging and updated welcome kits for florists. During my time at FTD, I have the pleasure of collabing with St. Jude, the Rose Bowl, the Rose Parade and the Kentucky Derby.

SENIOR GRAPHIC DESIGNER

LÍLLÉbaby/Remote/Oct 2016-Oct 2018

As the Senior Graphic Designer, I creative led and designed all visual materials for the sales, e-Commerce and social media team. I organized and directed photoshoots for new products, holidays, sales and collaborations. I played a role as product designer, getting to design graphic prints for the carriers. I led the creative charge when collaborating with companies like Disney Baby, Nordstrom, Blizzard (World of Warcraft) and Otterbox. My marketing work helped scale the business to a private equity buyout that was a multi-million dollar deal.

JUNIOR GRAPHIC DESIGNER

Krista K Boutique/Chicago, IL/Apr 2016-Oct 2016

In this role, I was the the junior designer on a two-person design team. I helped design corresponding graphics to market new products, sales and trunk shoes across email, social media and the website. I assisted at photoshoots, helping select models, putting together outfits, followed the shoot list and assisted with styling. I was working on graphics promoting high end designers like Rag & Bone, Veronica Beard and Ulla Johnson.

ACCOUNT MANAGER

The Emory Group/Remote/Aug 2015-Aug 2016

My primary focus was to work with merchandise chairs at collegiate sororities and fraternities within the states of Illinois and Missouri. I helped them select the products they needed, creatively plan their designs and stay on a timeline to get their desired merchandise before their event date. In Oct 2015, I designed over $200k worth of merchandise.