Miranda Lorenz

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Creative designer, marketing, and project management professional with experience spanning financial services, full-service agency work, brand development, and business operations. Skilled in managing projects from strategy through execution, coordinating cross-functional teams, developing creative solutions, and maintaining strong client and stakeholder relationships. Combines hands-on design expertise with strategic thinking, process development, and organizational skills to deliver thoughtful, effective results.

Experience

Compass Marketing & Advertising Partners | Topeka, KS

Designer & Client Partner | January 2025 – July 2026

Served in a hybrid creative, marketing, client service, and project management role within a full-service marketing agency, independently leading client accounts and projects from strategy through delivery. Developed brand identities, publications, websites, marketing campaigns, print and digital collateral, social content, and event materials while managing client relationships, timelines, budgets, print production, vendors, and cross-functional teams.

While continuing to lead client accounts, my role expanded to include internal operations, client onboarding, workflow management, and oversight of the agency's reputation management platform. Led a full restructure of the agency's SharePoint system, implementing a standardized folder structure and team-wide file naming convention to improve organization and collaboration. Supervised a direct report while supporting internal processes and day-to-day agency operations.

Triad Partners | Lawrence, KS

- ***Graphic Designer, April 2024 - November 2024***
- ***Production Artist, March 2023 - April 2024***

Designed scalable print and digital marketing materials for independent financial advisors nationwide, translating client brands, goals, and messaging into custom creative solutions. Collaborated across project management, communications, web, coaching, business development, and compliance while contributing to brand strategy, publications, process logos and infographics, marketing campaigns, and other client-facing initiatives.

Kansas Commercial Real Estate Services, Inc. | Topeka, KS

Marketing Coordinator, September 2022 - March 2023

Managed marketing for commercial property listings and supported the brokerage team through tailored marketing plans, digital campaigns, promotional materials, website management, and performance reporting. Used Salesforce to maintain lead profiles and support targeted marketing and business development efforts.

Buhndi, Designer Boutique | Topeka, KS

Founder and Architect of Clothing, October 2020- April 2023

Founded and managed a sustainable fashion startup from concept through launch, overseeing product design and development, sourcing, production, brand identity, e-commerce, marketing, content, photography direction, sales, and inventory. Mentored apparel and textiles interns from Kansas State University through 260+ hours of required industry experience.

Champion Teamwear | Manhattan, KS

- ***Associate Technical Designer | Dec. 2019 – Oct. 2020***
- ***Technical Design Assistant | Mar. 2018 – Dec. 2019***
- ***Product Development and Design Intern | Jan. 2018 – Mar 2018***
- ***Embroidery Quality Assurance Team Member | Sep. 2017 – Jan. 2018***

Progressed through four product development and technical design roles, managing custom apparel styles from development through production. Collaborated with designers, product managers, sales teams, and overseas manufacturers while overseeing fit, construction, artwork, quality, sample tracking, and production timelines.

Education

Kansas State University | 2017-2019
Bachelor of Science - Apparel and Textiles
with a specialization in Design & Production

Johnson County Community College | 2015 - 2017
Associate Degree in Liberal Arts
Associate Degree of Science

Skills + Strengths

Creative Project Management · Client & Stakeholder Management · Cross-Functional Collaboration · Strategic & Creative Thinking · Communication · Problem-Solving · Process Development · Workflow Optimization · Business & Creative Operations · Budget & Timeline Management · Vendor Management · Product Development · Graphic Design · Brand Identity & Strategy · Content Development · AI-Assisted Workflows

Software + Platforms

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Acrobat, Lightroom) · Canva · Asana · Microsoft 365 · SharePoint · Google Workspace · Salesforce · Flodesk · Constant Contact · Cloud Campaign · Meta Business Suite · WordPress · Elementor · Wix · Squarespace · Shopify · ChatGPT · Claude · Microsoft Copilot