

MICAH N. LUNDWALL

Micah N. Lundwall | New Braunfels, TX | 719-646-9725 | fvk9@txstate.edu
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SUMMARY OF QUALIFICATIONS

Digital Media student with 2+ years of experience in brand management, content creation, and client relations. Skilled in visual storytelling, social media strategy, and web design. Known for delivering high-quality creative work and building strong customer relationships through authentic, engaging experiences.

TECHNICAL SKILLS

- **Proficient:** Adobe InDesign, Photoshop, Instagram Marketing, Customer Service
- **Working Knowledge:** Illustrator, Canva, HTML, Social Media Analytics, WordPress

EDUCATION

Bachelor of Science in Digital Media Innovation

Expected December 2026

Texas State University, *San Marcos, Texas*

Minor or Concentration: Business Administration

Relevant Coursework: Media Design, Media Writing, Advanced Social Media, Web Design, Statistics.

PROFESSIONAL EXPERIENCE

Brand & Social Media Manager

May 2023 – Present

Mixie Permanent Jewelry, *New Braunfels, TX*

- Expanded Mixie's social media following and engagement through cohesive visuals and storytelling.
- Analyzed content performance to refine strategy, driving higher engagement and conversions.
- Provided personalized jewelry fittings and welding services with care and precision.
- Praised by customers and collaborating brands for creativity, professionalism, and positive energy.

Web Designer

August 2025

Sugarmoon (AI Startup), *New Braunfels, TX*

- Designed and launched the brand website for an AI-based relationship app, establishing its visual identity and brand tone.
- Collaborated with company founders to define brand colors, typography, and UX flow.
- Earned positive feedback from leadership for creative direction and execution.

Barista

August 2021 – December 2023

Gruene Coffee Haus, *New Braunfels, TX*

- Increased daily sales through personalized recommendations and upselling seasonal features.
- Built strong customer relationships that encouraged repeat visits and positive reviews.
- Recognized by management for reliability, teamwork, and connection in a fast-paced café environment.

ACADEMIC PROJECTS

2024-2026

Web Design and Publishing: Coded and launched responsive websites using HTML, CSS, and WordPress.

Media Design: Designed a 24-page lifestyle magazine and developed an interactive mobile app mockup.

Media Writing: Produced journalistic and feature-style writing in AP format.

Social Media Analytics: Collected and analyzed social media data, creating performance reports for a real-world client.

REFERENCES

Johanna Hartmann: (909)-680-1113

Jordan Bates: (832)-231-2911

Kelly Hall: (210)-274-0227