lauren DON

EXPERTISE

- Branding
- Print Design
- Website Design
- Photography
- Social Media

SOFTWARE

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Wordpress
- Salesforce

EDUCATION

BFA IN GRAPHIC DESIGN
State University at Plattsburgh
Plattsburgh, New York - May 2009

CONTACT

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Portfolio: www.laurendon.com

PROFILE

Lauren is a dedicated individual that is passionate for design. Her enthusiasm for her work is contagious. Lauren is organized, efficient, and willing to push boundaries with new innovative ideas. Holding strong attention to detail, her strongest asset is her ability to strategize with the ever-changing components of each project. She possesses a sophisticated sense of design and a clear understanding of integrated channels and platforms. With last-minute deadlines and changes in a fast paced environment, her cooperative attitude and good cheer are important and appreciated. Lauren's strength has always been her creative eye, and ability to think outside box.

EXPERIENCE

INMARK MEDIA | FROM JUNE 2016 - NOW
Creative Strategist | Creative Director | Junior Partner

- Creating company internal processes along with branded materials.
- Building and managing a team of designers, web developers and freelancers.
- Managing and nurturing agency-client relationships.
- Developed a training platform to streamline the sales processes.

ADCORP MEDIA GROUP | FROM NOV 2014- JUN 2016
Creative Strategist

- Rebranding the overall company including the website and all marketing material.
- Working with the CEO to create sales training material for outside sales team.
- Assisting small businesses with logo, website development, and marketing materials.
- Created motion graphics to be featured on video screens across 400 stores.

RICG | FROM OCT 2012 - NOV 2014
Art Director

- Creating and executing innovative designs based on brand and business objectives.
- Projects including multi-channel campaigns, email marketing, direct mail, and new brand creation.

CLIENTS: Nickelodeon Suites Resort, RunDisney, North Shore Animal League, FJC Security, The Leukemia & Lymphoma Society, Corsearch, Iberia Bank and Hutzler Manufacturing.

REFERENCES

Mrs. Erin Jacobsen
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Mrs. Joanna Flora
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