



Laura Larson
Creative Director

Long Island Office
156 North Ocean Avenue
Patchogue, New York 11772

New York City Office
830 Third Avenue
5th Floor
New York, New York 10022
By Appointment Only

Phone
631.207.1057 ext. 103

Fax
631.337.4190

Email
laura@theprmg.com

WWW.THEPRMG.COM

Summary

Creative Director and marketing professional with a wide breadth of experience allowing for a holistic view of marketing. Experienced in creative design, marketing, team leadership and client/corporate relations. Exceptional leadership skills useful for coordinating creative teams and creating campaign programs from concept through development for consumer and business-to-business advertising. Entrepreneurial approach towards projects with a focus on maximizing profits and effectively managing time.

Experience

The Public Relations and Marketing Group, Patchogue, NY — 2011 to Present

Creative Director

- Collaborate closely with clients, vendors and contractors to deliver efficient and powerful marketing plans that increase brand awareness and revenues
- Utilize branding concepts to create a visual identity for clients that successfully portrays continuity and enhances recognition: logo creation, stationery, customized social media, print and web projects
- Successfully execute print and web campaigns, from concept to completion, for both emerging and established companies
- Adeptly delegate and manage workflow and coordinate projects across departments, encouraging forward-thinking approaches and maintaining a close relationship with our technology department
- Deliver engaging content and effective calls-to-action, with a focus on brand consistency and achieving messaging goals
- Project management responsibilities include assigning projects, outlining team member roles/responsibilities, deliverables, milestones, setting deadlines, timelines and overall workflow to ensure the highest level of quality and productivity
- Effectively manage fulfillment, including printing quote exploration, proof approval and inventory control
- Spearheaded a drastic evolution of the brand resulting in cleaner, friendlier design across all platforms
- Provide conceptual and strategic thinking for acquisition and lead generation campaigns through direct mail, email and promotional products

CBC Media, Islandia, NY — 2008 to 2011

Senior Designer

- Assisted in directing a team of designers and coordinated their work with programmers, editors and content staff
- Oversaw the development and advancement of a diverse clientele
- Consistently recognized for fresh and innovative ideas and applications
- Successfully delivered print projects from concept to completion (posters, canopies, brochures, signs, mailers, ads, etc.)
- Achieved statistically successful and competitive Web campaigns that were creative, memorable and specifically targeted; services included Web design and creation, e-newsletters, Web banners and email blasts
- Expanded knowledge and work experience to include television advertising (concept development, frame layout, storyboards, voice-overs, commercial graphics and assistance with edit sessions)
- Proactively researched and analyzed clients' businesses, their target audience and ways to reach them both economically and responsively

Noth Babylon School District, North Babylon, NY — 2006 to 2008

Student Teacher: First Grade, Fourth Grade and Fifth Grade ALC

Substitute Teacher: Grades 1-12

D&S Advertising, Inc., Coram, NY — 2005 to 2007

Creative Director

- Directed a team of designers with an emphasis on hiring, training, delegating, proofing, troubleshooting and providing constructive criticism
- Organized and executed print and web campaigns, including ads, mailers, sell sheets, promotional pieces and Websites
- Designed corporate quality ads for many distinguished clients and prepared publications for press

Additional Graphic Design & Consulting:

- **2006 to Present:** Loudon's Minuteman Press
- **2015 to Present:** Elite
- **2014 to Present:** Jellyfish Advertising
- **2004 to 2005:** The UPS Store



Laura Larson
Creative Director

Long Island Office
156 North Ocean Avenue
Patchogue, New York 11772

New York City Office
830 Third Avenue
5th Floor
New York, New York 10022
By Appointment Only

Phone
631.207.1057 ext. 103

Fax
631.337.4190

Email
laura@theprmg.com

WWW.THEPRMG.COM

Education

2006: Farmingdale College

Bachelor of Technology in Visual Communications: Art and Graphic Design

2008: Dowling College

Master of Science in Childhood Education

2011: SUNY Suffolk: Continuing Education

Web Design With HTML

2012: The PRMG: Workshop

Web Design and Editing With Drupal

2015: The Career Center: Continuing Education

HTML5 and CSS3: Level 1

2015: The Career Center: Continuing Education

HTML5 and CSS3 - Level 2

2016: Private Tutoring

HTML5 and CSS3 - Responsive/Mobile Friendly Web Design

2017: The New York Coding and Design Academy

Web Development 100 - HTML, CSS, JavaScript, jQuery, Command Line, Git, GitHub

2017: N.Y.I.M. Training

How to Create a Dynamic Website or Blog with WordPress

Degrees and Certifications

Bachelor of Technology in Visual Communications: Art and Graphic Design

- Certification: HTML5 and CSS3: Level 1
- Certification: HTML5 and CSS3: Level 2
- Certification: Web Development 100
- Certification: Creating a Dynamic Website or Blog with WordPress

Master of Science in Childhood Education

- Certification: NYS Elementary Education (Grades 1-6)
- Certification: Project Wild (elementary education program)
- Certification: Project Wet (elementary education program)
- Trained in Adult, Child and Infant CPR (American Heart Association 2015 Standards)

Technical Skills

Platforms:

- Mac
- PC

Programming Skills:

- HTML
- CSS
- WordPress
- JavaScript
- jQuery
- Command Line
- Git
- GitHub

Applications:

- Illustrator
- Photoshop
- InDesign
- Dreamweaver
- Edge Animate
- Flash
- Quark Xpress
- Microsoft Office
- iMovie

Achievements and Memberships

- *Long Island Business News* Communications Excellence Award, Best Marketing Team
- Who's Who Among Female Professionals
- Most Improved Artist Award
- Dean's List /President's List
- Alpha Beta Gamma International Business Honor Society
- Who's Who Among Students in American Junior Colleges
- Dowling-Belmont Partnership Program
- American-Slovenian Collaborative Research Program

Additional Qualifications

- Exceptional collaborative and interpersonal skills
- Established and maintained trusting relationships with vendors, editors and clients
- Efficient and comfortable in a fast-paced atmosphere and consistently meets deadlines
- Quickly learns and adapts as the programs and technology become more sophisticated
- Ability to adapt design styles to accommodate a wide range of tastes and function
- Photography
- Travels (studies abroad include Greece, Ireland, England, France, Mexico, Costa Rica)