



## Laura Gottfried

Creative Director

156 North Ocean Avenue  
Patchogue, New York 11772

### Phone

631.207.1057 ext. 103

### Fax

631.337.4190

### Email

[laura@theprmg.com](mailto:laura@theprmg.com)

[WWW.THEPRMG.COM](http://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



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## 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)