

A dark grey square containing the white text 'L / F' in a sans-serif font.

# LAUREN FREDERICK

## DESIGN + MARKETING

### CONTACT

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530.307.0064  
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### SKILLS

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#### PROFESSIONAL

- Brand Development
- Logo Design
- Print Design
- Editorial Design
- Infographic Design
- Package Design
- Digital Asset Design
- Typography
- Web Design
- Web Development
- Search Engine Optimization
- Search Engine Marketing
- UI / UX
- Marketing Management
- eCommerce Management
- Copy & Creative Writing
- Content Curation
- Photography

#### TECHNICAL

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Muse
- Adobe Dreamweaver
- Adobe Premiere Pro
- Adobe After Effects
- iMovie
- Shopify
- Magento
- Square
- WooCommerce
- Wordpress
- Wix / WixStores
- Square Space
- Mailchimp
- Basecamp Project Management
- HTML
- CSS
- Microsoft Office
- Mac + PC Systems

### OBJECTIVE

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My goal is to obtain a position as a Graphic Designer at a talented organization comprised of innovative individuals. I pride myself in my strong work ethic and determination to optimize the brand image of a company by creating logos, content, graphic elements and websites that represent their unique image and captivate their target market. I thrive when challenged and welcome any opportunity to implement and expand my knowledge, skills and abilities in the creative world each day.

### EDUCATION

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SAVANNAH COLLEGE OF ART & DESIGN  
Bachelor Of Fine Arts - Graphic Design  
2005 - 2009

### EMPLOYMENT

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GUNBOAT DESIGN GROUP | Denver, CO  
March 2017 - Present

- Utilized for freelance design and development as needed.
- Specialized in brand evaluation/strategy and identity design.
- Created WordPress sites for a number of clients.
- Designed and built 100+ page Corporate Presentations for WeWork SF.
- Created layouts for multiple magazines and publications.
- Assisted with Search Engine Optimization for clients.

TLS HOLDINGS INC. - THE WINNING SEAT | Minden, NV  
February 2019 - November 2020

- Responsible for UI / UX design and consulting for Mobile App.
- Redesigned each screen and element within Mobile App.
- Designed and embedded all static, interactive and video In-App Ads.
- Created investor packets, pitch decks and infographics.
- Managed and scheduled marketing and social media content.
- Designed website and promotional splash pages.
- Codirected commercial for Mobile App.
- Wrote, edited and published sports-related blog content.
- Created and scheduled e-mail blasts for 10,000+ subscribers.
- Designed 8 page printed newsletter distributed to over 100,000 individuals.

HIGH CAMP HOME | Truckee, CA  
Jan 2014 - June 2018

- Responsible for complete rebrand of company.
- Designed and built eCommerce website.
- Created and implemented digital assets into site.
- Assisted in the staging of product and lifestyle photoshoots.
- Managed and scheduled marketing and social media content.
- Designed, printed and produced all portfolio and promotional pieces.
- Scheduled, managed and oversaw all eCommerce promotions and sales.
- Carefully documented and tracked relevant performance metrics.
- Produced print ads for many well-known, nationwide publications.
- Designed and scheduled e-mail blasts for 20,000+ subscribers.
- Assisted with order fulfillment, customer service and vendor relations.
- Wrote product descriptions, edited photos + added hundreds of items to site.