



LAURA BARKER

Designer & Digital Marketer

About Me

Creative, conceptual, can-do design professional with high standards and a strong work ethic. Experienced working in demanding environments requiring strong organizational, team building, technical and interpersonal skills. Confident and poised with the ability to interact with individuals at all levels. Ability to multi-task, be detail-oriented, and complete projects based on deadlines with the most cutting-edge digital platforms.

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✉️ crary.laura@gmail.com

🌐 shoutout-designs.com



Education

2005 - 2008

BFA, Graphic Design
The Creative Center
Art College



Skills

Photoshop



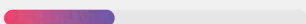
Illustrator



InDesign



Premiere



WordPress



Webflow



Marketo



Work Experience

Senior Creative Manager

2021 - Present

Sojern

Lead a team of local and international designers, interns, and contractors by providing actionable feedback and insights. Restructured design team to encompass an existing team and built-out career paths for overall team. Lead the brand and website redesign for the company as well as their global event, GloCon. Lead initiative to automate creative reminder emails which saved Customer Success team 243 hours a month.

Creative Manager

2018 - 2021

Sojern

Created bulk creative process that reduced creative build time from 18 minutes per ad set to 2 minutes resulting in no longer requiring a contractor to help implement large scale updates. Transitioned customers from static ad creative to HTML5 creative resulting in upwards of a 4,000% increase in conversions. Implemented a templated design program that sped up the creation of HTML5 design process by 20 minutes. Created robust reporting on social media accounts, team productivity, and when customers were eligible for new creative. Created the framework for a company wide, mentorship program. Created company wide buddy program to help new hires gain exposure to other teams and individuals in the organization as well as feel welcomed.

Graphic Designer & Digital Marketing Specialist

2017 - 2018

QC Supply

Oversaw and created all marketing collateral, including but not limited to digital display ads, SEM, landing pages, website graphics, and email campaigns from concept through completion.



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Certifications

2022 - 2024

Certified Scrum Master
Scrum Alliance

2021

HTML Developer
W3Schools.com

2021

Situational Leadership
The Center for Leadership Studies

2021

Certified Digital Marketing Associate
UX & Web Design
Digital Marketing Institute

2020

Edge Academy
Certified: Marketing Foundations
The Trade Desk



Work Experience

Ecommerce & Digital Marketing Director

2016 - 2017

XOTIC PC

Managed the Graphic Design/Web Development department, including training, coaching, mentoring, and providing consistent feedback. Developed strategies and aggressively execute all web SEO/SEM, Google AdWords and Analytics, online re-marketing, and other traditional and display advertising campaigns to drive online traffic to three different company websites. Measured and reported performance of all digital marketing campaigns and assessed against goals.

Graphic Designer & Marketing Coordinator

2016 - 2016

Quin Global

Developed and maintained branding in the U.S. Encouraged and assisted in cross-pollination of ideas and resources globally. Managed the website, photography, blog, social media accounts, how-to videos, email marketing, trade show coordination, market research, promotions, and advertising campaigns.

Web Designer

2015 - 2016

Baxter Auto

Designed and built websites and landing pages for all 21 car dealerships. Built and maintained new branding. Designed and coded email campaigns. Came up with new and innovative ways to engage customers online. Recorded and edited walk around videos. Assisted Marketing Manager to ensure all new branding was consistent.

Digital Marketing Director

2014 - 2015

NRG Media

Managed the fulfillment of digital ad campaigns with detailed record keeping and research reports. Collaborated with sales teams on marketing collateral to drive revenue. Created designs, social materials, and videos for the radio stations KLIN, B107.3, Froggy98, red945, and 105.3 WOW FM.

Graphic Designer

2012 - 2014

Foundation Supportworks

Worked closely with the Director of Training and Development and the Vice President of the company. Worked with dealer network assisting in design, branding, and growing their established companies marketing materials.