

LAURA LLEWELLYN (MOORE)

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EXPERIENCE

Marketing and Design Specialist, UNITRON - (October 2018 - present)

- Designs all marketing pieces required to support the initiatives of special events, tradeshow, product launches, pricing updates, and other projects.
- Coordinating all print requirements: including editing/proofing materials, print quoting and executing pre-production requirements for final printing of a full range of marketing collateral.
- Responsible for gaining a thorough understanding of the branding guidelines and ensuring all marketing pieces adhere to guidelines.
- Responsible for sending all updated launch material to loyal customers.
- Supporting the marketing activities associated with product launches for the English and French Canadian market.
- Expert with Asana, Salesforce, SAP, and Constant Contact.

Graphic Designer, STRATFORD FESTIVAL - (May 2018 - October 2018)

- Designed and deployed emails with the specific segmented target audience in mind.
- Designed marketing collateral for both digital and print.
- Expert with Basecamp, PageProof, WordFly Email Software, and Ektron tools and software.

Marketing and Design Coordinator, STRATFORD FESTIVAL - (April 2017 - May 2018)

- Project Manager for print & digital jobs, email campaigns, and wall installations for the Festival.
- Sourced suppliers that would best meet the needs of the project efficiently.
- Composed RFQ's to best suit the budget provided, made recommendations on the most competitive quote, and paid invoices in a timely manner.
- Made initial recommendations on how best to approach a job in regards to cost-efficiency, content, and scheduling.
- Created work-back schedules for large jobs, and organized and compiled all necessary assets to ensure completion.
- Designed and deployed emails with the specific segmented target audience in mind.
- Built, and maintained important connections for the Festival with many local print, and digital partners.
- Graphic designer for many print, digital, and email campaign template jobs for the Festival.
- Expert with Basecamp, PageProof, WordFly Email Software, and Ektron tools and software.

Social Media Coordinator, COBER SOLUTIONS - (May 2016 - November 2016)

- Worked closely with Karl Allen-Muncey and Lacey Heels as my managers.
- Developed and implemented social media strategies and online campaigns for clients through Facebook, Twitter, Instagram, and LinkedIn.
- Put together monthly analytical reports of audience interaction, metrics, and regular campaign success for the client.
- Administred the creation and publishing of relevant, original, high-quality content through Sprout Social and CoSchedule tools.

EDUCATION

Advertising & Marketing Communications, CONESTOGA COLLEGE - (September 2014 - April 2016)

- Ontario College Diploma
- Received 'Best Integrated Marketing Communications Plan' award for a client project.
- On the 'Dean's Honour List'.
- Program consisted of a balance of marketing strategic thinking and graphic design.
- Pitched carefully thought out marketing plans to clients. including creative design assets.

Classical Studies, QUEEN'S UNIVERSITY - (September 2011 - April 2013)

- Attended the Queen's Media & Journalism Conference as a student delegate.
- First year member of the Events Committee for Residences.

CERTIFICATIONS

Professional Development, UNIVERSITY OF WATERLOO - (November 2018)

- Marketing Sales certificate

AWARDS/EVENTS

Copywriting for Marketers Seminar, CANADIAN MARKETING ASSOCIATION - (November 2019)

DesignThinkers Conference, RGD - (October 2019)

Integrated Marketing Campaign Seminar, CANADIAN MARKETING ASSOCIATION- (January 2019)

Candidate, MISS OKTOBERFEST PROGRAM 2016 - (September 2016)

- Competed in the 2016 program along with 10 other young women.
- Represented the program and Oktoberfest at numerous events leading up to the festival.

2nd Place, AD-HAWK ADVERTISING CASE COMPETITION AT WILFRID LAURIER UNIVERSITY - (November 2015)

- Took the lead and put together a group of two other classmates including myself to compete.
- In a group of three, we competed at an advertising case competition sponsored by UBER as one of two college teams.
- We were given 3 hours to prepare a presentation with creative work, and placed 2nd overall out of 20 Laurier business teams.