

laurathatcher

DIGITAL DESIGNER // MARKETING PROFESSIONAL



 LAURATHATCHERDESIGN.COM

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 LINKEDIN.COM/IN/LAURAIRENETHATCHER

expertise

Graphic Design & Marketing

Digital Design, Social Media Content
Digital Animation, Email Campaigns
Marketing Materials, Branding
Prepress, Digital Printing, Photoshoots

Web Design

Wireframing, UX & UI
CMS Management
Basic CSS + HTML

Software & Tools

CREATIVE SOFTWARE

Adobe Illustrator, XD
Photoshop, InDesign
Canva, InVision

WEBSITE TOOLS

Shopify, Wix, Sitecore, WordPress

MARKETING TOOLS

Google Analytics, Moz, Heatmapping

SOCIAL MEDIA PLANNING

Later, Planoly

Leadership Skills

Project Coordinating
Process Improvement
Training & Mentoring
Event Coordinating

education

Bachelors of Fine Arts, Design

UNC GREENSBORO // 2007-2011
MINOR IN ENGLISH

work experience

Senior Digital & Web Designer

KILT CREATIVE // 2020 - CURRENT

I create engaging, animated digital media for Triangle-based businesses that increase website traffic, engagement and conversions for the web, social media, and email.

- Established a template-based system for ongoing digital content that reduced turnaround time, increased content quality, impact, and brand trust.
- Designed, implemented, and managed Shopify website projects to increase sales and improve user experience (UX) for client websites.
- Managed and mentored a team of contract junior designers that increased content output.
- Monitor engagement using a variety of analytic tools to keep strategies relevant with social media trends to ensure we're meeting goals.
- Helped the agency improve and develop strong relationships with their clients through improved personal connection, organized and clear communications, and celebrating wins.

Ecommerce Business Analyst

IMPLUS FOOTCARE LLC // 2019 - 2020

I guided the implementation of new projects, technologies, and tools for the business. Through coordinating projects and empowering internal teams, we launched several successful solutions that made the business work more efficiently.

- Managed ongoing website creative assets, product details, and brand story content for 13 brand websites.
- Implemented a new completely digital creative request workflow and proofing system.
- Managed the development of a new company Intranet website that helped employees better access important, current company information.
- Worked with a team to develop a digital content system that stored product data for 20+ brands that improved workflows across the company and helped employees and partners access accurate product data quickly.
- Implemented a new B2B ecommerce website for business customers to purchase product.

Ecommerce Project Coordinator

IMPLUS FOOTCARE LLC // 2018 - 2019

Project Managed multiple ecommerce website re-design projects and teams. We successfully launched 13 premium athletic accessory websites in less than two years for industry-leading athletic brands like TriggerPoint and SKLZ that increased website traffic, sales, engagement and brand trust.

- Created solutions for creative and technical aspects of the site: UX, Design, Content, Marketing, and SEO.
- Ensured multiple on/off-site teams worked and communicated effectively.
- Developed and executed project plans based on brand goals, priority, scope, and budget.
- Planned, executed, and communicated the roadmap of website launches with executives and teams, ensuring each project was completed on-time and on budget.
- Studied consumer behavior with Google Analytics and heatmapping tools to create solutions that increased sales and improve user experience.

Digital Graphic Designer

IMPLUS FOOTCARE LLC // 2015 - 2018

Lead the design of printed and digital marketing collateral for 20+ premium athletic brands.

- Created a more a modern and clean design aesthetic for digital and printed mediums.
- Implemented a successful strategy for informative digital content and photography for online retailers like Amazon, Walmart, and Dicks Sporting Goods. This resulted in an increase of \$100,000 in monthly Amazon sales from 2015-2016 for Sof Sole insoles alone.
- Photographed and edited product photography and created templates and procedures to ensure quality and consistency across products and brands.
- Created new procedures for the creative department workflow process to improve efficiency.

Graphic Designer

QUICK COLOR SOLUTIONS, INC // 2012 - 2015

Worked with local and national clients and sales reps to create designs that visually communicate ideas and solve problems for printed and digital materials and formats.

- Designed a variety of printed materials from large-scale national corporations like Golden Corral to local Raleigh-based businesses like The Carolina Inn.
- Prepared all files for print and printed large jobs on a variety of digital and large format printers and substrates. I ensured Pantone color matching, high quality, and cost-efficiency.
- Founded a Graphic Design scholarship and internship program for the company with UNC Greensboro, then interviewed and mentored interns to help them learn graphic design and printing in a professional setting.