



LAURA JOHNSON

Graphic Designer • Production Artist • Creative Project Manager

CONTACT

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Portfolio: eljay.online

SOFTWARE

Adobe Creative Suite

- InDesign
- Illustrator
- Photoshop
- Acrobat
- Dreamweaver
- Premiere
- After Effects
- Spark

MS Office

- Word
- Excel
- PowerPoint
- Access
- SharePoint
- Teams

Other

- Salesforce Marketing Cloud
- Wix
- WordPress
- Visio
- Google Slides
- Apple: Pages, Numbers, & Keynote

PROFESSIONAL EXPERIENCE

APRIL 2012 –
PRESENT

Marketing & Design Manager (freelance)

Sami Kader, Youth Motivational Speaker, Roseville, CA

Manage all branding and graphic design collateral along with growth/marketing strategy. This includes creating, updating, and managing web content/web management systems. Hands-on developing of visual assets for web, social, video, animation, PowerPoint slide decks, and more.

FEBRUARY 2019 –
NOVEMBER 2020

Creative Manager

PRIDE Industries, Roseville, CA

Managed and produced graphic design projects from concept through completion. Worked closely with internal stakeholders to conceive and create sales collateral and campaigns. Acted as brand champion in the development of brand guidelines, marketing slide decks, case studies, HTML emails, infographics, signage, and social media graphics. Photo retouching, video editing for internal and external audiences. Coordinated with junior designers, consultants, and vendors to meet project requirements.

JANUARY 2018 –
FEBRUARY 2019

Graphic Designer

USI Insurance Services, Rancho Cordova, CA

Successfully translated complex subject matter into simple, clear, visual communication pieces, including sales collateral, client PowerPoint presentations, manuals/brochures, proposals, and trade show displays. Acted as brand champion and user experience consultant during creation of client web portal. Managed production timelines and generated reports.

JULY 2010 –
JANUARY 2018

Publication/Design Coordinator

Wells Fargo Insurance Services, Rancho Cordova, CA

Created templated and custom graphics for print materials, presentations, forms, ads, and promotional items. Designed engaging leadership presentations, incorporating creative ways to display and communicate key points and data.

SEPTEMBER 2009 –
DECEMBER 2010

Graphic Designer (freelance)

FTI Consulting, Inc., Los Angeles, CA

Created demonstrative graphics and slide decks for litigation.