

Lauren Milewski

Experienced Designer with Marketing Sensibility

Bryn Mawr, PA - Email me on Indeed: [indeed.com/r/Lauren-Milewski/8cce5a3d0c3dcf88](https://www.indeed.com/r/Lauren-Milewski/8cce5a3d0c3dcf88)

Authorized to work in the US for any employer

WORK EXPERIENCE

Creative Director

eMoney Advisor - Radnor, PA - July 2016 to Present

RADNOR, PA • Lead creative concept-forward work for all branding, digital, print video projects

AGENCY + IN-HOUSE EXPERIENCE • Responsible for corporate brand refresh including updated company website

7/2016 - PRESENT • Ensure brand consistency throughout all end-user touchpoints

Specializing in digital B2B / B2C

- Manage a team of 2 multimedia designers and 3 motion graphics designers marketing and creative, and print design • Provide critique and brainstorm with strategic marketing teams

- Develop and improve upon company creative processes

VARIED INDUSTRY EXPERIENCE: • Establish and maintain relationships with advertising vendors and printing

Healthcare • Risk Management • Financial vendors

Services • FinTech • Higher Ed • Big Data •

Tech Startup • Software • SaaS • Business

Management • Development / Real Estate

- Telecomm • Communications •

PREVIOUSLY B2B MARKETING AGENCY

Principal, Creative

Zer0 to 5ive - Devon, PA - May 2011 to July 2016

DEVON, PA HANDS-ON DESIGN

DESIGN AND MARKETING SKILLS • Lead creative concept-forward work for all branding, digital and print projects

5/2011 - 7/2016 • Managed a team of 4 developers and 4 designers

Creative and Art Direction • Project

- Prioritized and reviewed all project work before it left the agency

Management • Responsive Web / UI • Responsible for client-facing presentations of concepts and deliverables

Design • Graphic Design • Branding and • Provided critique and brainstormed with strategic marketing teams

Identity • Project Management • Photo • Managed 5-10K/month creative retainer accounts

Retouching • Production • Product • Assisted in headline and copywriting when needed

- Developed and improved upon company creative processes

Design/Packaging • Front-end web

development • SEO • AdWords •

AdSense • Front End Development SR. DIGITAL DESIGNER IN HOUSE CORPORATE RETAIL

ART DIRECTOR

THE CHARMING SHOPPES - Bensalem, PA - May 2010 to March 2011

Basics HTML/CSS • WordPress CMS FASHION BUG / LANE BRYANT PHOTO RETOUCHING

BENSALEM, PA WEB/PRINT PRODUCTION

SOFTWARE AND APP EXPERIENCE HTML EMAIL DESIGN

Adobe Suite - CC 2017 (Photoshop, 5/2010 - 3/2011

Illustrator, InDesign, Acrobat), MSoft

Office Suite • Balsamiq • Invision • ART DIRECTOR B2B MARKETING AGENCY

PROJECT MANAGEMENT

HARRIS, BAIO - Philadelphia, PA - May 2009 to April 2010

PHILADELPHIA HANDS-ON DESIGN

WEB/PRINT PRODUCTION

5/2009 - 4/2010

EDUCATION

The Pennsylvania State University

May 2007 to May 2009

A.S. in Graphic Design

The Art Institute of Philadelphia - Malvern, PA

2004

LINKS

<http://WWW.LAURENISCREATIVE.COM>