

LAURIELLE LANDRY

Brand Strategist | Digital Designer | AI-Driven Marketing Specialist
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PROFESSIONAL SUMMARY

Brand strategist and digital designer blending visual storytelling, marketing strategy, and AI-powered content automation. Experienced in brand identity development, e-commerce design, automated content systems, and AI-enhanced marketing workflows using ChatGPT, Midjourney, Canva AI, and Zapier.

CORE SKILLS

Branding & Creative Strategy: Brand Identity, Logo Design, Storytelling, Brand Voice

Digital Marketing: Social Media Strategy, Email Marketing, SEO, Content Calendars, Analytics

AI & Automation: AI content creation, Canva AI, Midjourney visuals, prompt engineering, Zapier automation, AI-based workflow optimization

E-Commerce: Shopify, Etsy, SEO product pages, digital product creation

PROFESSIONAL EXPERIENCE

Brand Strategist & Designer (Freelance) | 2021–Present

- Developed brand identities for fashion, lifestyle, home, and tech brands.
- Designed AI marketing systems using ChatGPT, Midjourney, and Zapier.
- Built Shopify stores with optimized SEO and visual branding.
- Produced Midjourney visuals, brand boards, digital products, and email flows.
- Created AI-generated brand guidelines, social calendars, and content templates.

Proactive Customer & Dealer Advocate – Percepta / Ford Motor Company | 2021–2025

- Used AI to summarize cases and support workflow improvements.
- Developed internal AI-driven communication templates.

Apple Support Specialist – Apple

- Assisted customers with device setup, iCloud workflows, and digital creative tools.

Technical Support – Geek Squad, Asurion, Aetna

- Provided digital troubleshooting, secure account setup, and software support.
- Used AI to generate documentation and troubleshooting scripts.

AI & BRANDING PROJECTS

- AI-generated brand books using ChatGPT + Canva.
- AI-driven social media engines for captions, visuals, scheduling.
- Automated Shopify product descriptions and SEO content.
- Midjourney visual production for products and campaigns.

EDUCATION & CERTIFICATIONS

Google Digital Marketing & E-Commerce Certificate — 2024

Google IT Support Professional Certificate — 2025 (in progress)

University of Houston — 2009–2010

Lone Star College — 2009–2011

TOOLS & TECHNOLOGIES

ChatGPT • Canva • Midjourney • Zapier • Shopify • Klaviyo • HubSpot • Notion • Adobe Express • Google Workspace • Excel