



LAUREN BOUGHTON

PROFILE

After spending the last 18 years as a Media Producer at The MASIE Center, Lauren Boughton has ventured into the world of freelance graphic design. Always eager to help others stand out in the crowd and achieve their desired brand identity, safely reach their target audience and beyond. When away from the screen, Lauren enjoys her time with her family, being outdoors, and volunteering with Adirondack Mountain Search and Rescue.

CONTACT

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EXPERIENCE

FREELANCE GRAPHIC DESIGNER

BOUGHTON BEYOND DESIGN | DEC 2022 - CURRENT

Lauren has been running a boutique graphic design business focusing on logo creation, pagination, video editing, small batch invitations and event marketing using the skills aquired from previous roll as a media producer.

MEDIA PRODUCER/DIRECTOR

THE MASIE CENTER | MAY 2004 - DEC. 2022 | SARATOGA SPRINGS, NY

At The MASIE Center, Lauren has taken on many roles as the overall Media Producer, creating marketing materials, producing live events, video editing and managing websites, email campaigns and other cloud-based applications.

Tasked with marketing to thousands of people, promoting and producing small learning labs in Saratoga Springs as well as larger annual events, featuring Michelle Obama, General Colon Powell, and so many other speakers. Lauren designed all promotional media for these events as a one-woman-team, managing tight turnarounds and staying within budget, creating an effective marketing schedule, app graphics, on-site digital and printed materials. Lauren also oversaw all the video production during live general session events along with digital curation post-event.

- Branding/Identity
- Website design and management
- Video/virtual event editing and production
- Event marketing
- Social media content
- Interactive digital curation

ADVERTISING CHAIR / BOARD OF DIRECTORS

THE BEAGLE SCHOOL | JUN. 2017- JUN. 2021 | SARATOGA SPRINGS, NY

Lauren created digital and print advertising for a small Saratoga Springs preschool, working with local publishers to expand our reach. Lauren also accomplished a complete data migration and website redesign for a much more user-friendly experience.

GRAPHIC DESIGNER

THE SARATOGIAN | AUG. 2003 - MAY 2004 | SARATOGA SPRINGS, NY

The Saratogian (2003-2004) was Lauren's springboard into composing and publishing fresh from graduating MARIST College. Lauren quickly gained responsibility for all special feature sections, including weekly and quarterly publications as well as continuing composing of advertising layout for local companies.

EDUCATION
BACHELOR'S FINE ARTS DEGREE
Advertising/Graphic Design
MARIST COLLEGE
2003

SKILLS
Adobe Creative Suite
Exceptional Time Management
Branding/Identity
Website Design
Cloud Management
Video Editing and Production

REFERENCES

Elliott Masie
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