

Lauren Mlack

Graphic Designer and Digital Marketing Coordinator

Six years experience in the graphic design and marketing fields. Seasoned designer of print and digital media to achieve marketing goals for large and small businesses such as Anthem BCBS, Hyundai, and Hospice of the Western Reserve. Highly knowledgeable with social media management, event coordination, client relations, photography, and video editing.

Contact



LNMLack@gmail.com



440.223.9523



LaurenMlack.com

Expertise

- Proficient in Adobe Creative Cloud, as well as Microsoft Office programs.
- Well versed in both Mac and PC platforms.
- Experienced with managing social media with Sprout Social (Facebook, Instagram, YouTube, and Twitter)

Photoshop	<div><div></div></div>
Illustrator	<div><div></div></div>
InDesign	<div><div></div></div>
Canva	<div><div></div></div>
PowerPoint	<div><div></div></div>
Photography	<div><div></div></div>
Videography	<div><div></div></div>
Content Creation	<div><div></div></div>
Wordpress	<div><div></div></div>

Education

Bachelor of Marketing, 2021

Hiram College, Hiram, OH

Associate of Applied Business in Graphic Design, 2018

Lakeland Community College, Kirtland, OH

Work Experience

National Bleeding Disorders Foundation, New York, NY

July 2024 - Present

Graphic Design and Production Specialist

- Lead the design and execution of high-impact visual assets for fundraising, national events, and strategic initiatives across print and digital platforms using Canva and Adobe Creative Suite.
- Uphold and evolve brand integrity by developing key visual assets, bilingual resources, and program-specific identities while overseeing adherence to brand standards.
- Drive organizational visibility and engagement by curating compelling imagery, empowering staff with professional templates, and maintaining a robust library of branded materials.

Dysautonomia Information Network (DINET), Swanzey, NH

August 2017 - Present

Vice President, Social Media Coordinator, Volunteer

- Supervise social media accounts and marketing campaigns using original graphics and branding.
- Establish YouTube presence and create videos from beginning to end with specific content aimed towards target audience.

Freelance, Creative Coordinator

July 2021 - July 2024

- Collaborate on design needs directly with clients from large and small businesses while managing multiple projects and tight deadlines to meet their needs.
- Maintain a consistent, brand focused, social media presence for various organizations simultaneously with Sprout Social
- Assist with event coordination and marketing, as well as produce onsite social media coverage utilizing photography and videography
- Create custom business proposals and PowerPoint presentations along with personalized promotional items.
- Design digital and print media to support various marketing goals (e.g., logos, brochures, maps, magazine ads, posters, billboards, web ads).

Red, Wine & Brew, Mentor, OH

March 2020 - August 2021

Graphic Designer

- Produced original graphics for marketing purposes in print and digital media (e.g., menus, event flyers, graphics for web and email marketing).
- Captured images of retail space, restaurant, and food for social media and the company's website.

Mentor Signs and Graphics, Mentor, OH

July 2019 - January 2021

Graphic Designer

- Interacted one on one with customers to achieve their vision.
- Designed a variety of graphics for different substrates (e.g., logos, posters, decals, signs).
- Assisted in production of decals, including laminating and weeding vinyl.