



LAURA CARD

Creative, design & digital
marketing professional

lauracard21@gmail.com
585-409-6889

Please see examples of my
design work:

LAURACARD.COM

Check out professional
recommendations
from my clients and colleagues:



IN A NUTSHELL

Creative, design and digital marketing professional with 15+ years of corporate and freelance experience, ranging from graphic design, web design and development, to email and social media marketing.

PROFESSIONAL EXPERIENCE

Senior Graphic & Web Designer

Nixon Peabody LLP | 2015-Present

- Work one-on-one and with teams of marketing, sales, operations, HR, training, and other professionals within the firm, as well as with the individual attorneys, supporting their business development efforts and client services.
- My responsibilities include designing various types of branded visual communications, printed and digital, internal and externally-facing. This includes marketing/sales materials, presentations, publication ads, posters and signage, social media graphics, web pages, email communications, as well as business graphics, charts, diagrams and timelines that serve as demonstrative materials for court hearings and trials.

Marketing Coordinator

Clarix Technologies | 2014-2015

- Responsible for creating, designing and executing marketing programs, campaigns and initiatives to support the growth and expansion of company's products and services. Main focus was on re-inventing Clarix' email marketing practices and methodology, to ensure that industry's best practices are followed, and the best results possible are delivered.

Creative Director

Pharos Systems International | 2006-2013

Responsible for all things creative and visual, printed and digital, internal and customer-facing.

- Designed and developed marketing and sales materials, including document and presentation templates, brochures, sell sheets, posters, banners, advertisements, CD labels and packaging, email blasts, training kits, etc. Managed projects with various print vendors.
- Redesigned and built the corporate website from the ground up. Performed search engine optimization. Installed and maintained online lead generation forms.
- Led e-mail, internet, and social media marketing efforts. Set up and maintained company's social media pages.
- Assisted engineering team in product development by designing graphical software applications.
- Performed tradeshow coordinator responsibilities, ranging from managing registration and preparation process, exhibit materials and promotional products design and production management, presentations design, materials shipment, and more. Attended print management industry tradeshow on behalf of company's marketing team.

"Laura is terrific. She's proactive, responsive, collaborative and efficient. She does creative and on point work. I couldn't ask for a better partner to work with on my projects!"

~ Sr. Marketing Executive

Laura is an fantastic colleague—talented, creative and conscientious. Her design skills are excellent. She seeks collaboration and weighs the input of all involved. She has the curiosity and drive to take on projects where "good enough" would do and raise them to a higher level. She's eager to help and especially skilled with quick turnaround projects. Definitely one of the best designers out there!

~ Sr. Communications Specialist

Laura is a strong contributor to the Nixon Peabody Design team. She brings energy and creativity to her projects, always taking time to understand the business issues that underpin her assignments before making recommendations. She's a dependable collaborator who gives and receives feedback that makes everyone's output better. She proactively offers insights that reflect her many skills and personal interests. And she's a joy to work with. Behind her pleasantly quiet demeanor, Laura is a professional who cares deeply about the team, its products and reputation, and always does her part to bring the best to light.

~ Director of Communications

EDUCATION & PROFESSIONAL TRAINING

iPhone Photography Mastery course

iPhone Photography Academy | 2020

The Complete Digital Marketing course

Udemy | 2020

Modern Marketing course, emphasis on Digital Marketing

Coursera/Wharton | 2015

Search Engine Optimization & Marketing Certification

Search Engine College | 2007

AA in Graphic Design & Communications

Summa Cum Laude

International Academy of Design & Technology, Tampa, FL | 2002-2004

BA in Teaching and Education

Poltava Pedagogical Institute, Ukraine | 1990-1995

TECHNOLOGY PROFICIENCY & ADDITIONAL SKILLS

- Advanced user of **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, Dreamweaver, Lightroom) and **Microsoft Office Suite** (Word, PowerPoint, Outlook and Excel)
- Knowledgeable in HTML+CSS, WordPress, SEO, social media platforms (Facebook, LinkedIn, Twitter, Instagram), digital marketing tools, and iPhone photography.
- Speak 3 languages: English, Russian, and Ukrainian
- Certified Nutrition Counselor and Holistic Health & Wellness Coach; qualified to be a part of, or a leader of corporate wellness team.

PERFORMANCE & AWARDS

My yearly performance evaluation reviews are consistently rated at the "exceeds expectations" level and accompanied by additional monetary rewards.

I am also a receiver of multiple firm-wide professional excellence awards and recognitions, presented by attorneys and professional colleagues I support with my design work.