

LAURIE TAN

DESIGN + MARKETING + MGT.
954.459.1983 LaurieTan@gmail.com

SKILLS

- ★ Adobe (*Photoshop, Illustrator, InDesign*)
Wordpress
Google (*Docs, Sheets*)
Google Ads
Microsoft (*Word, PowerPoint, Excel*)
- ★ Email (*Constant Contact, MailChimp*)
Work Management (*Monday.com, Asana*)
- ★ Social Media (*Facebook, Instagram, LinkedIn, Pinterest, TikTok, YouTube*)

LEADERSHIP

- ★ Project Management
Time-Management
Work-Flow Management
- ★ Team Collaboration
Client Relationships
Team Training + Coaching
- ★ Active Listening
Presentation
- ★ Systematic Organization

MARKETING

- Paid Search & SEO
Social Media
- ★ Email Advertising
Optimization Testing
Data Analytics
Vendor Management
Tradeshow Coordinating
- ★ Copy Writing

DESIGN + GRAPHICS

- ★ Branding + Identity
Concept Development
- ★ Digital Design
- ★ Print Design
Package Design
Editorial Layout
- ★ Photography
Presentation
Illustration

EDUCATION

Bachelor of Science in Graphic Design
The Art Institute of Fort Lauderdale

Awarded

BEST DIGITAL PORTFOLIO 

Laurie Tan

EVOLUTION

I tumbled into **Marketing** and Management through the competitive and fast-paced world of **Graphic Design**. Communicating to audiences through various medias taught me the value of a message and the way you choose to express it. I drive in many lanes of Marketing with a bird's-eye view for goal-crushing success. **My experience** but is not limited to, Department Management, Digital and Print Design, Email and Social Media Marketing, Paid Search, Data Analytics, and Optimization Testing.

LEFT-BRAIN THINKING

I'm an artist at my core. With a puzzle-solving, creative concept-building brain, paired with data-driven marketing, I'm not only thriving but excited, passionate, and creative about what I do every step of the way.

EXPERIENCE

2013 - Current
FREELANCE GRAPHIC DESIGNER & MARKETING SPECIALIST
Tan Design, Orlando, FL

- Client: **TRADEWINDS INTL.** - *Vista, CA*
- Developed and **launched social media presence** on Facebook, Instagram, and LinkedIn.
 - Collaborated directly with President and team for brand, design, and managed the end-to-end process of all print and digital pieces for **3 consecutive international tradeshow**s over 6 years; email campaign, social media, presentation design, print-ads, banners, signage.

- Client: **MIAMI RESTAURANT GROUP** - *Miami, FL*
- Designed **logos, menus** and printed marketing for new Miami restaurant, Uptown 66 and 3 other restaurants.

2018 - 2019
MARKETING MANAGER
Excel Impact, LLC., North Miami, FL

- Strategized with CEO, CTO, and VP of Marketing for **Lead-Generation** online campaigns.
- **Data Analytics and Testing Optimization** with Google Ads, Facebook, and web pages. **Doubled ROI** on Facebook Ads in first year.

2016 - 2018
ONLINE MARKETING MANAGER
Cross International, Inc., Pompano, FL

- **Promoted** within 7 months, as head of Online Marketing Department, responsible for **budget** and **fundraising**, team, website, email marketing, and social media.
- Created and implemented **fundraising campaigns**, managed team and led marketing and outside-agency meetings.

2016
DIGITAL DESIGNER / EMAIL COORD.
Cross International, Inc., Pompano, FL

- Directed full creative development of email marketing campaigns for acquisition and retention.

2015
GRAPHIC DESIGNER
St. Joan of Arc, Boca Raton, FL

- Worked with all departments to design and layout weekly bulletin booklet. Maintained digital assets.

2009 - 2012
GRAPHICS ASSISTANT
National Beverage, Corp., Plantation, FL

- Assisted Manager with multi-brand digital, print and package design.

LAURIETAN.COM

ONLINE MARKETER • VISUAL COMMUNICATOR • CAT OWNER • ART DIRECTOR • DETAIL INVESTIGATOR • DRIVEN WORKER •
IDEA INSTIGATOR • DISCUSSION STARTER • CLIENT SHMOOZER • IMAGE PROCESSOR • NATURAL LEADER • FACE PAINTER