

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 tradeshows** 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.

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