

# LAUREN EMORY

## CONTACT

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Upon Request 

## EDUCATION

### Marist College MA Communication

GPA: 3.8 · August 2019

### Marist College BS Digital Media & BA Studio Art

GPA: 3.8 · Magna Cum Laude · May 2015

Marist College Baccalaureate Award for  
Excellence in Digital Media 2015

Marist College School of Communication  
and the Arts Intern of the Year Award 2015

Marist College Dean's List 2011-2015

Marist College Presidential Scholarship

## SKILLS

### Technical Skills & Proficiencies

The Adobe Suite, Photoshop, Illustrator, InDesign, Premiere, After Effects, & Bridge. Presentation programs such as PowerPoint & Keynote. Email marketing software like Klaviyo. Years of experience with the Shopify back-end & theme customizer. Familiarity with HTML/CSS coding. Experience with project management software such as Monday, Trello, & Asana.

### Creative Skills & Proficiencies

Creative Direction, Art Direction, Graphic Design, Brand Identity, Typography, Illustration, Logo Design, Marketing, eCommerce, Infographics, Presentation Design, Print Design, Packaging Design, CAD Mock-ups, Pre-Press Preparations, Digital Design, Photo Compositing, Photography, Photo Retouching, Video Production, Video Editing, Sketching, Copywriting, Proofreading, Organizational and Planning Skills, File Organization & Management

## EXPERIENCE

### CultureFly Creative Director

New York, NY · December 2018 - Present

Creative Director for the marketing department at CultureFly. Develop thoughtful and creative solutions for CultureFly as a brand as well as 15+ different licensed subscription boxes. Successfully launched 14 new subscription boxes, with more in development. Elevated CultureFly as a leading subscription box service by updating and solidifying the brand, as well as constantly redesigning and updating multiple eCommerce websites including CultureFly.com.

Manage a team of five designers, interns, contracted web developers, and freelancers. Responsible for hiring and structuring the marketing team into what it is today. Help direct all phases of work from concept through production for marketing needs in the company.

Head of marketing creative, including robust marketing campaigns, all of CultureFly's vast digital advertising, branding and identity for CultureFly and each of our different subscription boxes, social media graphics and video for all of our social accounts, email marketing, video production and editing, product photography and retouching, website management and upkeep through the Shopify backend, corporate and sales presentations, print collateral, and more.

Work with a variety of vastly different licensed properties such as The Office, Star Wars, DC, Nickelodeon, My Hero Academia, Naruto, Pusheen, Nickelodeon, and many more.

### CultureFly Senior Designer

New York, NY · May 2018 - December 2018

Ideation and design for marketing campaigns, digital advertising, social graphics, email blasts, website updates, sales presentations, product photography, photo retouching, and more for CultureFly as a brand and our licensed subscription boxes.

### New York Toy Collective Freelance Designer

January 2017 - April 2022

Design branding, logos, digital graphics, custom patterns, illustrations, print collateral, and product packaging for the brands New York Toy Collective, Playtime, and Queen Catnip.

### Nickelodeon Graphic Designer

New York, NY · August 2016 - May 2018

Worked on the Partner Positioning & Presentations team. Designed top-level presentations, one-sheets, e-mail blasts, infographics, and more. Worked to translate mundane graphs and stats into fun and engaging visuals within the Nickelodeon brand.

### Frederator Freelance Designer

August 2016 - June 2018

Designed thumbnails and video packaging for the YouTube channels Channel Frederator, the Leaderboard and Cartoon Hangover.

### Frederator Graphic Designer

New York, NY · September 2015 - June 2016

Designed thumbnails, video packaging, promotional graphics, print materials, corporate presentations, logos, video bumpers, and helped with branding for various YouTube channels.

### IScream Graphic Designer

June 2015 - September 2015

### Arts Mid-Hudson Graphic Design Intern

August 2014 - May 2015

### Frederator Intern

June 2014 - August 2014

### Museum of Modern Art Creative Services Intern

June 2014 - August 2014

### Spectrum EDU Solutions Graphic Design Intern

January 2014 - June 2014

### Hudson Valley Magazine Art Intern

August 2013 - December 2013