

# LAURA CRARY

402.417.4157

Crary.Laura@gmail.com

www.ShoutOut-Designs.com

## Software



Photoshop



Illustrator



InDesign



Bridge



Dreamweaver



Lightroom



Word



Powerpoint



Excel



QuarkXpress



Acrobat



Camtasia

## Summary

Creative, conceptual, can-do design professional with high standards and a strong work ethic. Experienced working in demanding environments requiring strong organization, team building, technical and interpersonal skills. Confident and poised with ability to interact with individuals at all levels. Ability to multi task, be detail-oriented, and able to complete projects based on deadlines with the most cutting edge digital platforms.

## Work Experience

Dec 2017- Present

### **QC Supply - Omaha, NE**

Graphic Designer

I oversee and execute all marketing collateral, including but not limited to digital display ads, landing pages, website graphic and photo assets, email campaigns, digital signage, environmental graphics, flyers, brochures, banners, merchandise, mailers and forms from concept through completion.

I ensure all materials are within brand guidelines and educate colleagues on brand standards when necessary. I develop and maintain email templates, update the website and ensure accuracy and consistency of information between web content, social media content, print materials, and signage. I work to get quotes from approved vendors for print/signage/merchandise projects, prepare files for print, and work with selected vendors through production to delivery.

I help create marketing campaigns and co-op opportunities for our vendors. I analyze how our email and marketing campaigns perform to ensure we are constantly growing in the right direction while also trying new things and staying abreast to changes and trends.

I manage all social media content and marketing campaigns for Facebook, Twitter, Instagram, YouTube, Pinterest, Google+, and LinkedIn. I develop and maintain the social media calendar, analyze campaigns and how users engage with our content, monitor, listen, and respond to users, monitor online ratings and respond accordingly, research and reach out to social media influencers, monitor and identify trends and topics relevant to our company, and create aggressive yet attainable goals.

I also collaborate with the eCommerce team as well as other organization leaders to help shape our strategy and support the strategic vision of QC Supply.

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## Education

### **The Creative Center Omaha, NE**

Bachelor of Fine Arts  
in Graphic Design  
Aug 2005 - May 2008

### **SilverStone Group Lincoln, NE**

Leadership  
Development  
Sept 2010 - Dec 2010

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## Hardware

Canon Rebel  
Canon 7D  
Macintosh  
PC

## Work Related Skills

Project Management  
Art Direction  
Social Media Marketing  
Marketing Strategies  
Online Marketplace  
Google Adwords  
Google Analytics  
Competitive Analysis  
Graphic Design  
SEO / SEM  
Corporate Branding  
Adobe Creative Suites  
Leadership  
Photography  
Web Design  
HTML  
Microsoft Office  
Email Marketing  
Email Design  
Video Editing  
Retail Marketing  
Multi-Channel Marketing  
Paid Search Campaigns  
Online Advertising  
Vendor Price Negotiations  
Content Writing  
Budget Management  
Magento  
Wordpress

## Volunteer Work

**Lincoln Zombiefest:**  
Marketing & Fundraising  
Committee Director  
Jan 2015 - Jan 2016

## Work Experience

June 2016-Sep 2017 **XOTIC PC - Lincoln, NE**

Ecommerce & Digital Marketing Director

I managed the Graphic Design/Web Development department, including training, coaching, mentoring, and providing consistent feedback. I also managed creative work and designs including page layouts and other creative assets. I devise strategies and aggressively execute all web SEO/SEM, Google AdWords and Analytics, online re-marketing, and other traditional and display advertising campaigns to drive online traffic to our three company websites. I maintained the company's websites encompassing but not limited to graphics, HTML, and product management. I measured and reported performance of all digital marketing campaigns and assess against goals. I managed and reviewed inventory and marketing on marketplace websites including Amazon, Amazon Canada, Newegg, Newegg Canada, eBay, Sears, and Walmart and measured performance on each site. I designed, built, and maintained the company's social media presence (Facebook, Twitter, YouTube, and others) and assessed and reviewed all potential influencers while also reviewing new technologies and keeping XOTIC PC at the forefront of development in digital marketing.

Jan 2016-June 2016 **Quin Global - Omaha, NE**

Graphic Designer & Marketing Coordinator

Developing and maintaining branding in the U.S. while encouraging and assisting in cross-pollination of ideas and resources globally. Managing the website, photography, blog, social media accounts, how-to videos, email marketing, trade show coordination, market research, promotions and campaigns.

Mar 2015-Jan 2016 **Performance/Baxter Auto Group - Omaha, NE**

Web Designer

I designed and built websites and landing pages for all 21 car dealerships, updated specials, built and maintained the new brand, designed and coded email blasts, came up with new and innovative ways to engage customers online, recorded and edited walk around videos, and assisted the marketing manager to ensure all new branding was consistent.

June 2014-Mar 2015 **NRG Media - Lincoln, NE**

Director of Digital Marketing

I developed and implemented website content, collaborated with the sales team on materials to increase revenue, managed the fulfillment of digital media campaigns with detailed record keeping and research. I worked with Photoshop, SEO, display ads, ad servers, and all social media platforms while coming up with new ways to maximize branding within those platforms. I created marketing, design, and video pieces for the radio stations KLIN, B107.3, Froggy98, red945, and 105.3 WOW FM. I also took pictures of events and concerts hosted by the individual radio stations.

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## Certifications

**AdWords Certified**  
Apr 2017 - Apr 2019

**Google Analytics Certified**  
Sep 2017 - Mar 2019

**Bing Ads Accredited  
Professional Certified**  
Apr 2017 - Present

**Marin Certified Search  
Specialist**  
Jan 2017 - Present

**YouTube Analytics -  
Measure Your Success**  
Apr 2017 - Present

**Growth-Driven Design -  
HubSpot Academy**  
May 2018 - June 2020

**Email Marketing -  
HubSpot Academy**  
May 2018 - June 2020

**Content Marketing -  
HubSpot Academy**  
May 2018 - June 2020

## Work Experience

May 2012-May 2014 **Foundation Supportworks - Omaha, NE**

Graphic Designer

I worked closely with the Director of Training and Development and the Vice President doing web design, logo creation, brochure layout and design, webinar flyer design, job site photography, photo retouching, business card design, assisting other departments as needed, vehicle wraps, getting bids from local printers, and making sure files are correct and ready to be sent to printer. Additionally I work with Foundation Supportworks dealer network ranging from coast to coast and parts of Canada assisting in design work and helping build their new companies image or growing their already established companies design materials.

While at FSI I came up with some new marketing strategies that got their clients really excited and helped grow one of their new product lines to being one of the most talked about around the country.

Sep 2011-May 2012 **Ivie and Associates - Omaha, NE**

Graphic Designer

I created the weekly circular design and layout for Pamida, proofed over circular pages, performed photo editing, placed photo orders, sent files to press, communicated with buyers and the photography department about things the advertising department needed or about reshoots. I also helped show direction for photo shoots.

Apr 2010-Sept 2011 **Speedway Motors, LLC - Lincoln, NE**

Graphic Designer & Apparel Photographer

I designed and laid out all catalogs, created apparel photography, directed models in photo shoots, color corrected and retouched all images, created PowerPoint presentations, designed Facebook promotions, designed posters, created event designs (tickets, posters, maps, etc.), created magazine ads, designed vehicle wraps, designed package inserts, created cover designs, created box designs, worked with product managers on what products could fit in different catalog spreads, sent files to printer, got quotes from other vendors, proofed all pages, came up with new design ideas for future catalogs, created product label design, and trained all new hires.

Oct 2009-Dec 2009 **Shore Publishing, LLC - Madison, CT**

Graphic Designer

I designed ads, created layouts and covers for the newspaper, created special issue magazines, and created the monthly magazine. I prepared files to be sent to the printer, I was also part of the web design collaboration team.

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## Work Experience

Jan 2009-Apr 2009

**Bravo Ad Group - Fairfield, CT**

Freelance Graphic Designer

I designed promotional materials and websites. I also acted as an administrative assistant answering phones, setting up meetings, ordering supplies, setting up new vendors, and assisting with model clothing purchases. I retouched and color corrected photos, designed logos, created posters, created ads, created promotional materials, and designed websites.

Aug 2008-Jan 2009

**Rockwell Studio - Naugatuck, CT**

Seasonal Photo Retoucher / Graphic Designer

I designed promotional materials, performed web updates, retouched photos, color corrected images, and did some web design.



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[linkedin.com/in/lauracrary](https://www.linkedin.com/in/lauracrary)

### **Nofel Molai, Former Director of Ecommerce at QC Supply**

Laura is an extremely creative individual with a great sense of design and style. Her understanding of brand importance and the power of simplicity were very effective in creating the brand guideline for our company. Her thorough attention to detail provided us with the entire brand package that we needed to launch our new website.

Laura's design abilities are truly impressive, and she attends to every detail, no matter how minute it may be. Simply taking a look at her work makes it easy to see why. Laura is also a great mentor to the other members we have on the team. She is patient, yet firm when need be, and always goes the extra mile to make sure questions are answered and support rendered wherever it is needed.

I would highly recommend hiring Laura to any company looking for a senior designer and willing to let her grow in the position to become a leader. Trust me, I only hire individuals who could replace me in a heartbeat, and Laura is one of those candidates that I would step away knowing she could take over.

### **Keith Nickum, Former Web Developer at XOTIC PC**

As Laura Crary's employee at XOTIC PC Inc., I've benefited from her patience, even-handedness and enthusiasm. She clearly took into account individual's skills or capabilities in assigning tasks. When necessary or under pressure, she remained patient in giving direction and provided even-handed understanding when difficulties arose.

She effectively increased the level of professionalism and quality across the board. As a manager, she gladly provided instruction in areas which I needed; similarly, she listened attentively and was appreciative to receive feedback in areas in which less familiar with. Collaborations with Laura were always a pleasure, and her enthusiasm was always appreciated.

Laura provided extensive knowledge and experience with Adobe design tools such as Illustrator and Photoshop. She balanced and managed projects effectively using a variety of methods and, as much as is ever possible, set both realistic and aggressive expectations. She also exhibited skills in online advertising tools such as Google Adwords and areas such as SEO.

### **Les Stratman, Former Dealer Support Specialist at Foundation Supportworks**

It is my pleasure to recommend Laura Crary! I worked with Laura for over two years at Foundation Supportworks where I learned without a doubt, Laura is a leader and a producer! I witnessed first-hand, how Laura positively elevated the teamwork, productivity, and level of fun in our culture! Laura consistently provided outstanding creative and layout with extremely quick turnarounds. Laura is great at time and workload management. I frequently interrupted Laura with creative requests and she always took the time with me while the creative ideas were fresh to crank out the work – and then get right back to larger projects without missing a beat. She quickly became nationally famous within our dealer network, helping them in the same swift and professional manner as she treated everyone else on the team. Laura really understands how business works – she handles long term projects and interruptions in stride, treating both events as they are the most important item at that very moment.