

strengths/skills

/laurabethurmond

- / Graphic Design
- / Creative Strategy
- / Interactive Design
- / Web Design/Development
- / Brand Development
- / Print Design
- / Illustrator CS3
- / Photoshop CS3
- / InDesign CS3
- / Dreamweaver CS3
- / Flash CS3
- / After Effects CS3
- / Quark XPress
- / CSS
- / Actionscript
- / JavaScript
- / WordPress
- / HTML
- / PHP
- / MySQL
- / MS Office
- / MS Excel

capabilities

- / Able to manage multiple projects simultaneously and carry through to completion
- / Experienced in dealing with clients one-on-one
- / Able to create conceptual marketing strategies
- / Able to communicate exceedingly well with clients and meet tight deadlines
- / Experienced in designing for print & web
- / Comfortable working with both Macintosh & PC
- / Experienced in strategizing, organizing and carrying out concepts
- / Able to create user-friendly, optimized mobile websites
- / Experienced in utilizing interactive components into websites such as Flash, Actionscript, JavaScript, and jQuery
- / Experienced with SEO and able to implement cross-browser standards

education

- / University of Southern Mississippi - Hattiesburg, MS, 2006. Received BFA with emphasis in Graphic Communications
- / Northeast Mississippi Community College - Booneville, MS, 2002

experience

Graphic/Web Designer, Paradigm Marketing & Creative - Memphis, TN (Jan 07 - Present)

- / Brand/Identity development utilizing Adobe CS3 programs in creating elements such as logos, brochures, stationery
- / Create advertising campaigns for magazines, newspapers and electronic mail marketing
- / Use Flash to create interactive components such as presentations, slideshows and dynamic websites
- / Work with AutoCAD files to create floorplan cutsheets, brochures and other marketing collateral
- / Web Development - Strategically conceptualize, plan, design and write websites using CS3 programs & hard coding
- / Work with project managers during initial phases to establish creative direction
- / Integrate web tools such as Flash, Javascript, SlideShowPro and jQuery into websites
- / Implement Search Engine Optimization and Google Analytics into websites
- / Print advertising such as billboard displays, in-store pieces, menus, stationery & signage
- / Experienced in Social Marketing
- / Managing and outsourcing programmers
- / Utilizing online CMS tools such as WordPress and TypoLight to create editable websites for clients

Marketing/Advertising, Lamar Property & Realty - Hattiesburg, MS (April 2005 - October 2006)

- / Updating current website by editing graphic content, adding/editing data
- / Gathered & delivered photos/listing content to publications for monthly advertisements

Marketing/Reception, ERA Real Estate Professionals Hattiesburg, MS (February 2004 - April 2005)

- / Input/managed MLS, Listing and Pending data for realtors
- / Office responsibilities such as faxing, typing letters for clients, answering phones and scheduling showing appointments

organizations

- / CreativeBits.org / Actionscript.org / DeviantArt.com / AIGA / Southern Miss Alumni / Coroflot.com