

# LAUREN UPTON

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## Objective

A diverse interactive designer with over three years professional experience seeks full-time design position to develop, strengthen, and expand a design team looking for a dedicated, innovative new member.

## Skills

- Adobe Web Suite CS3
- Adobe Creative Suite CS3
- Digital Art & Illustration
- 2D Fine Art
- 2D Illustration
- Flash Animation
- Photography
- JQuery
- CSS
- HTML
- Microsoft Office
- Dreamweaver
- Cross Browser Coding & Design
- Wordpress Customization
- Coding & Copy writing for SEO
- Google Analytics
- Facebook Marketing
- HTML Email Coding & Design

## Work Experience

### Web Marketing & Design Consultant

The Whole Place; Austin, TX; January 2011 – Present

Leads Web Marketing for small business

Created custom design and fitted to Wordpress to use for a CMS. Led entire online marketing initiative including dramatically improving natural search rankings, increasing Facebook fan counts and Facebook click-throughs, creating/writing/maintaining a company blog, and handles entire front-end development with HTML/CSS/Jquery. Work with Wordpress and DNN e-commerce platforms to manipulate cart. Also provides photography and content for website, Facebook fan page, and blog.

### Photographer

Uptonia Photography; Morrisville, NC - Plymouth, MA – Austin, TX; March 2008 – Present

Worked with horse show management and private clients

Lead equine photography business

### Senior Designer

Distressed Property Institute; Austin, TX; July 2010 – January 2011

Managed Jr Web Designers and Led Web Marketing Team

Created site mock-ups from concept to completion for new brand sites from scratch, User Interface for websites and online user oriented applications, created e-mail marketing designs and process from the ground up

### Interactive Designer

SmartPak Equine, LLC; Plymouth, MA; #774-773-1000 ; January 2010 – July 2010

Worked with web marketing team for online retailer

Created landing pages to improve revenue for PPC & online prospecting, help to develop & deploy monthly advertising themes for retail sites, banner advertisement campaigns & brand-specific campaigns through company vendors, daily site maintenance & design, internal marketing campaigns & projects, and email marketing

### **Jr Web Designer**

SmartPak Equine, LLC; Plymouth, MA; #774-773-1000 ; October 2008 - January 2010

Worked with web marketing team for online retailer

Created landing pages for advertising & PPC campaigns, banner advertisements on third party websites, daily site maintenance & design, internal marketing campaigns & projects, and email marketing

### **Lead Designer**

Digital Tadpole, Inc.; Raleigh, NC; # 800-890-8734; January 2007 - September 2008

Interacted with clients and programmers within the company

Created website designs and graphics for clients as well as internal projects

### **Student Teacher**

Athens Drive High School; Raleigh, NC; # 919-233-4050; August 2007 – December 2007

Student teacher for public high school in English. Taught Honors 11<sup>th</sup> English and performed tasks such as classroom management, lesson plan design, and education in literature/creative writing.

### **Tutor**

Educational Enrichment; Raleigh, NC; # 919-847-6434; December 2005 - December 2006

Private tutor to middle school and high school students in areas of English, History, study skills, and SAT prep. Experience tutoring a variety of children, including those with learning disabilities.

### **Designer**

Storm Song Web Design; Apex, NC; November 2003 - December 2007

Worked individually with clients to discuss site & logo presentation

Created website design, logo & identity for various small businesses

## **Education**

**B.A. English Teaching Option;** GPA 3.5/4.0, December 2007

*Minor in Creative Writing*

North Carolina State University; Raleigh, NC

## **Accolades**

- Multiple semester 4.0 Dean's list honoree
- Multiple semester Dean's list honoree
- NC Poetry Contest Undergraduate Winner 2007
- NC Poetry Contest Honorable Mention 2006
- Guy Owen Memorial Creative Writing Scholarship 2006 Winner
- 2004 Scholastic Circle 3rd Place Graphic Design Title & Contents Page (Color)
- 2004 Scholastic Circle 2nd Place Fine Arts Illustration Portfolio (Black & White)
- 2004 NC Scholastic Media Association 2<sup>nd</sup> Place Graphic Design Magazine Layout
- 2003 NC Scholastic Art & Writing Awards Gold Key Winner Illustration

## **References**

**Kent Phillips**, Director of E-Commerce at SmartPak Equine  
*Manager - #774-773-1000*

Additional references available upon request.