



# LAURIE MILLER

CREATIVE MARKETING DIRECTOR



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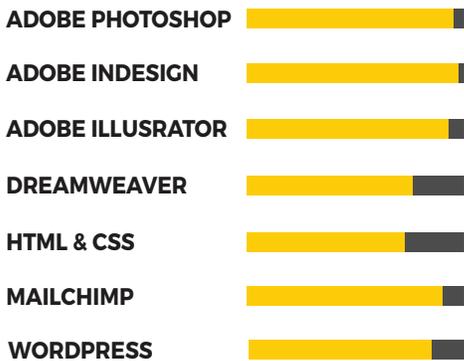


## PROFILE

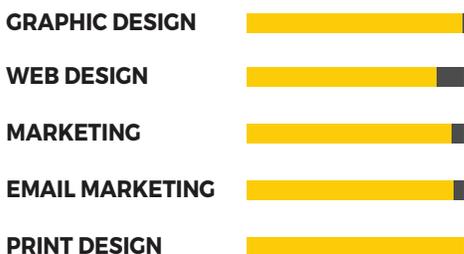
I began my career as a graphic designer and realized my true passion was marketing. I think that passion came from working with amazingly talented Marketing professionals that were kind enough to show me the ropes all those years ago. With my years of experience in design and marketing, I have the talent and experience to create top-notch solutions and the ability to strategically forecast the return.



## SOFTWARE SKILLS



## PRO SKILLS



## JOB EXPERIENCE



### EDGETECH INC | 2016-PRESENT

CREATIVE MARKETING MANAGER | Escondido, CA

Responsible for the development and management of ecommerce websites and email marketing, including strategic planning and execution. Design and implement comprehensive marketing strategies to create brand awareness. Develop marketing plans and programs for new products. Manage various email campaigns, including template design, call to action and content management. Create product videos, website design, blog posts to articulate the benefits of company products.



### TRAVEL TO GO | 2013-2016

MARKETING DESIGNER | San Diego, CA

Worked with a team of marketing professionals focused on executing national membership-based campaigns including (but, not limited to) email, direct mail, database marketing, and digital marketing. Worked with sales agents and department managers to establish requirements for marketing campaigns and manage programs. Gather reports, statistic and analytics to better segment the trend of campaigns and advertising. Create, schedule and manage web-based marketing material; such as B2B and B2C e-mail campaigns and online advertising.



### SAN DIEGO JEWISH JOURNAL | 2003-2013

CREATIVE DIRECTOR | San Diego, CA

Managed all aspects of the publication, creating workflows with printers, publishers, editors, ad clients, writers, photographers, and web developers to create engaging articles and good aesthetic design to help increase readership and engagement. Plan, organize, manage and design print/digital magazine and its online presence, while staying under budget and keeping up with the latest industry and technology trends.



### PRINT-O-MAT | 2001-2003

GRAPHIC DESIGNER | La Jolla, CA

Designed, prepped and set-up artwork for an in-house print shop in La Jolla. Created film for plates, invitations, city banners, logo design. Branded companies and created illustrations.



## EDUCATION



### UNIVERSITY OF LOUISIANA | 2001

BACHELOR OF FINE ARTS | Lafayette, LA



Concentration in Graphic Design & Minor in English