



LAURIE RICHARD

As a writer, graphic designer, & developer, I have a unique perspective into how these elements work together.

CONTACT

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laurierichard.com

SKILLS

Graphic Design
UI/UX Design
Web Design
Blogging
Copywriting
Package Design
Logo Design
Digital Marketing
Presentation Design
SEO Content Development

EDUCATION

Caldwell College, AA

PROFICIENCIES

Adobe Creative Suite
(Photoshop, In-Design, Illustrator,
After Effects, Lightroom, etc.)

FileMaker

Word Press

Keynote

Gimp

Microsoft Office Suite
(Word, Excel, Power Point,
Outlook, Teams, 360, etc.)

WORK HISTORY

Marketing Coordinator (F/T)

THE MATTRAN GROUP, Sarasota FL 2020 to Present

- Maintain the company's social media presence
- Write and design company email marketing, blogs, and literature
- Update the company's database as needed
- Maintain company website.

UI/UX Designer (Contract)

GRANITE PINE SOFTWARE, Sarasota, FL 2019 to Present

- Design and program custom databases for projects as needed.

Graphic Design / Marketing Coordinator (F/T)

CGC COMICS, Sarasota, FL 2017 to 2019

- Created graphics for ads, social media, print, merchandising, etc.
- Wrote copy for eblasts, marketing materials, and company website
- Created ad and coin mockups, and various forms/price sheets.

Graphic Designer / Blogger / Copywriter (Contract)

LIFECORE FLOORING - Norcross, GA 2015 to 2019

- Provide graphics, SEO-driven website copy, and monthly blogs.

Marketing Manager & Graphic Designer (F/T)

ARK FLOORS - El Monte, CA 2007 to 2015

- Wrote and designed all collateral materials
- Designed all merchandising, packaging, and package inserts
- Directed the company's product photography
- Designed and maintained the company website
- Designed and coordinated company advertising
- Created and maintained the company's social media

PROFESSIONAL EXPERIENCE

Throughout my career I have designed and written marketing pieces for a variety of industries, including: Salon/Spa, Flooring, Real Estate, Environmental Services, Animal Rescue, Medical, Restaurant & Dining, Construction, Commercial Insurance, Interior Design, Comic Collectibles, Executive Recruiting, and Tech Services. I also wrote a monthly column for Sarasota Downtown Magazine.