

LAUREN DOMINGUEZ

GRAPHIC DESIGNER

CONTACT

214.808.1896

Lmdoming41@gmail.com

LaurenDominguez.net

EDUCATION

UNIVERSITY OF MISSISSIPPI

BACHELOR OF ARTS

Major in Studio Art with an emphasis in Graphic Design

Minor in Journalism

SKILLS

Graphic Design

Brand Strategy / Identity

Art / Creative Direction

Digital / Print Design

Publication Design

Presentation Design

Social Media

Web Design

Project Management

Process Improvement

Strategic Planning

Leadership / Training

Lead Generation / CRM

Copy Editing

SOFTWARE

Mac OSX

Adobe CC (Id, Ai, Ps, Acrobat)

Microsoft Office

Wordpress / Squarespace / Wix

PropertyBase

MailChimp

Wrike / Monday.com / Trello

SUMMARY

Innovative and target-focused creative professional with hands-on experience in graphic design, art direction, marketing, and branding. Proven track record in devising, developing, and executing best practices aimed at enhancing corporate productivity and profitability while upholding brand systems.

WORK EXPERIENCE

SENIOR GRAPHIC DESIGNER

ROGERS HEALY AND ASSOCIATES REAL ESTATE | 2020 - PRESENT

Enabled effective operations and leadership for the marketing team and self-managed the workload of residential, commercial, relocation, and property management divisions. Spearheaded projects to complete various tasks such as brand guidelines, listing materials, listing presentations, social media templates, and copy editing.

- Promoted from Junior Graphic Designer to Senior Graphic Designer.
- Contributed to the recruitment of 150+ new sales agents through strategic marketing, social media advertising, and brand awareness.
- Created branding guidelines and templates for company-wide utilization and best practices.
- Successfully executed home buyer's guide for REALTORS® to generate buyer clients.
- Created and developed luxury marketing collateral to ensure quality, profitability, and effectiveness across print and digital landscapes.
- Manages design assets and Creative Cloud Library to maintain quality control, organization processes, and uphold brand systems.
- Provides oversight and design training to Marketing Associates in order to fulfill agent marketing requests.

ACCOUNT EXECUTIVE / GRAPHIC DESIGNER

COMMERCIAL IDEAS | 2019 - 2020

Manage four of the agency's largest accounts, served as the primary liaison between agency staff, client marketing teams and outsourced vendors. Defined client requirements and project parameters and guided teams in the development and delivery of campaign strategy and multimedia collateral. Adhere to budgets, oversee account billing and communicated updates to the client.

- Worked directly with the client to establish project scope, interaction guidelines, and project timelines.
- Provided competitive market analysis and proposed suggestions to the design and functionality of projects.
- Collaborated with the marketing team on the creation of unique concepts that incorporated traditional and innovative strategies.
- Strategized SEO/SEM campaigns across websites including blogs, email newsletters, ads, and promotions.
- Performed front-end development for interactive web applications to improve functionality and user experience with WordPress website management, Square Space, Wix, and Go Daddy maintenance.