

Lauren Anderson

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Strategic creative with 6 years of experience guiding teams and shaping multi-channel digital marketing campaigns. Adept at fostering collaboration, elevating brand presence, improving user experience, and delivering award-winning integrated marketing solutions that drive measurable audience impact.

WORK EXPERIENCE

Madden Media Agency - Remote

December 2021 – Present

Senior Graphic Designer (2025 - Present)

Graphic Designer (2023-2025)

Junior Graphic Designer (2021-2023)

- Directed and implemented creative strategies for digital, video, print, branding, web, email, social, and campaign collateral for national tourism brands; increasing brand engagement by 10-15% for each client.
- Managed multiple client accounts simultaneously, balancing competing deadlines, addressing rapid client feedback, and maintaining organized workflows to deliver high-quality work on schedule.
- Orchestrated creative improvements and WordPress development for Visit Santa Ynez Valley and Discover Santa Clara websites, improving UX/UI and reducing bounce rates by 10–20%.
- Facilitated brainstorming and concept development, turning ideas into multi-channel campaigns that drove 10–15% client account growth and expanded market initiatives.
- Executed the full design and user experience for the Grand Canyon West App, which earned the HSMAI 2023 Silver Adrian Award for excellence in destination marketing.
- Provided constructive feedback and mentorship to interns and collaborators during creative reviews, elevating overall work quality and alignment with strategy.

Outright Agency - Remote

May 2021 - August 2021

Graphic Designer Intern

- Developed design solutions for clients such as PhRMA, NIRH, and Novartis, supporting multi-channel campaigns that reached broad audiences.
- Produced high-quality digital, print, and social assets—including banner ads, brochures, email graphics, landing pages, and OOH—strengthening brand consistency and supporting integrated campaign performance.
- Built brand guidelines, presentation templates, and workflow-ready assets that improved project management, team alignment, and overall design quality.

West Liberty University - West Liberty, WV

August 2020 - August 2021

Graphic Designer Intern

- Designed branding, campaigns, and marketing collateral for West Liberty University, WLU Foundation, The Trumpet, athletics, and student organizations, enhancing engagement across student and donor audiences.
- Oversaw the end-to-end creation of a 100+ page centennial publication for The Trumpet, managing layout, editing, vendor communication, and print preparation to ensure full technical accuracy.

EDUCATION

West Liberty University

Bachelors of Science, Visual Communication and Design

- Cumulative GPA 3.95

West Liberty, WV

August 2018 - December 2021

AWARDS & SKILLS

- ICDE** - UI/UX Gold Medalist (Planterra)
- Technical:** HTML, CSS, JavaScript, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), Figma, Photography, Wordpress, AI Design Tools (Midjourney, Adobe Firefly, DALL-E).
- Specializations:** Video production, branding, typography, web design, editorial & print design, storytelling, digital marketing, leadership & management.