



LAURA SANDERS

I'm a designer who lives for killer brands, typography, and constant adventure. From mastering simplification during years in outdoor advertising, to working in-house to develop massively successful social media marketing campaigns, I've spent eleven years honing the skills necessary to consistently produce the best design possible. Let's work together to create something beautiful!

EDUCATION

Kendall College of Art & Design
Grand Rapids, Michigan
BFA in Graphic Design
Spring, 2009

SKILLS

Adobe Illustrator



Adobe Photoshop



Adobe InDesign



Social Media Strategy



Branding



Infographics



AWARDS

1 Obie Best in Show
1 National Gold Addy
1 Silver Obie
3 Obie Finalists
10 Gold Addys

EXPERIENCE

AUGUST 2019
PRESENT

DMEA/Elevate Internet
Montrose, CO

Marketing & Communications Specialist

Strategize and design all advertising campaigns and marketing collateral. Organize events, update website, oversee DMEA and Elevate brands.

MARCH 2017
FEBRUARY 2019

Aluminum Trailer Company
Nappanee, IN

Art Director

Responsible for creation and implementation of brand standards, managing social media strategy, budget and all associated content.

MARCH 2014
MARCH 2017

Adams Outdoor Advertising
Ann Arbor, MI

Art Director

Lead in-house design team to conceptualize and design targeted and impactful out-of-home campaigns. Worked with clients and account executives to develop advertising strategies. Oversaw flow of all creative throughout the market.

MARCH 2011
MARCH 2014

Adams Outdoor Advertising
Charleston, SC

Graphic Designer

Provided the conceptual development and design of outdoor advertising campaigns for a variety of clients ranging from local business to multi-national corporations