

# Lauren Theisen

COMMUNICATIONS & GRAPHIC DESIGN SPECIALIST

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Demonstrated 15 years experience in providing exceptional graphic design, marketing and communications services; desktop publishing, advertising, logo/branding packages, public and donor relations.

Work collaboratively with development team to maintain a positive company image; attend internal and external networking events, participate in marketing and event planning committees, and train and supervise interns.

## PROFESSIONAL EXPERIENCE

### COMMUNICATIONS & DEVELOPMENT COORDINATOR

Jan. 2018 - Mar. 2020, *Crispus Attucks Association*, York, PA

- Lead communication strategy, content and interactions via social media, online, and print
- Design and edit all marketing and PR content; photography, success stories, e-newsletters, annual reports, press releases, promotional materials
- Assist in planning internal and external events and fundraisers, including Give Local York, MLK Day of Service, Annual Meeting
- Lead internal and external communications during United Way campaigns
- Manage and update website and company calendar
- Maintain donor database and create thank you and solicitation letters

### GRAPHICS SPECIALIST

Oct. 2015 - Dec. 2017, *Multi-Color Corporation*, York, PA

- Set up complex art files to meet offset printing guidelines, including color rotations, adding trap, color correcting, bar code creation
- Email and output proofs for customer approval
- Work closely with Customer Service, Prepress Technicians, Label Engineers
- Step files for a variety of different presses using Measure Color
- Quality control of proofs and stepping process for plate output

### LEAD DESIGN SPECIALIST

Dec. 2013 - Jan. 2015, *The Spot Media Group*, York, PA

- Designed company logos, image branding and a wide range of print, audio, visual and web advertisements for local businesses
- Distributed design work to graphics team, participated in daily meetings, maintained quality control between sales and customers
- Proofread files and approved for submission to outsourced printers
- Prepared estimates, communicated regularly with clients and vendors

### GRAPHICS SPECIALIST

Sept. 2011 - Dec. 2013, *Print-O-Stat*, York, PA

- Designed signs, billboards, vehicle graphics, banners, decals, etc. for small businesses and franchises
- Prepress support, editing, proofing and quality control
- Created company branding, photo touch-up and restoration
- Prepared estimates, maintained communications with clients
- Assisted with digital printing, large format printing, graphics installation

### GRAPHIC DESIGNER

Oct. 2008 - Sept. 2011, *Nefra Communication Center*, York, PA

- Designed flyers, stationery, postcards, signs, banners, books, etc.
- Created electronic ads, DVD/CD labels, inserts
- Completed photo restoration in Photoshop
- Developed company marketing materials and logo packages
- Prepared files for offset and digital printing

### GRAPHIC DESIGNER

Aug. 2007 - Oct. 2008, *Konhaus Marketing*, Camp Hill, PA

- Designed print media using Creative Suite, Quark and PageMaker
- Prepared files for digital and offset printing, emailed proofs
- Administrative duties; answered phones and emails, scheduled meetings
- Attended business meetings and events

## SKILLS

Creative Graphic Design  
Public Relations  
Marketing & Advertising  
Photography  
Supervising  
Proofreading/Editing  
Microsoft Office  
GiftWorks Donor Software  
Mailchimp  
Print Prepress Support  
ESKO prepress workflow  
POS & Estimate Writing Software  
Large Format Printing  
Data Entry, Google Docs  
Customer Service

## EDUCATION

### Bachelor of Communications

THE PENNSYLVANIA STATE UNIVERSITY,

Middletown, PA

May 2005, GPA 3.9

Dean's List

High Honors, **Top 5%** of Academic College

### Associate of Liberal Arts

HARRISBURG AREA COMMUNITY COLLEGE,

Harrisburg, PA

Dec. 2002, GPA 3.62

Dean's List

Honors in **Top 10%** of Academic College

## INTERESTS

Owner of In-Kind Designs, local freelance graphic design services for print and social media

Volunteer at United Way Day of Action

Participate in York Road Runners / Local Charity Events

Attend Emerging Leaders/Women United Networking Events

Award recipient for *Outstanding Contributions to Prevention* from Drug Free America