

# Lauren Theisen

## SENIOR MARKETING & COMMUNICATIONS SPECIALIST

Demonstrated 20 years' experience in providing outstanding graphic design services, marketing and communications for digital and print platforms.

Manage projects from start to finish paying high attention to detail, time-management and customer satisfaction. Work directly with local nonprofits and small businesses to create logo/branding packages, social media, email and website advertising, promotional and print products.

## PROFESSIONAL EXPERIENCE

### CREATIVE DIRECTOR/FOUNDER

Sept. 2020 - present, *In-Kind Designs*, York, PA

- Creative graphic design concepts for digital and print media
- Inhouse and outsourced print services
- Website layout and maintenance
- Email and social media campaigns
- Logos and branding packages
- Promotional items, signage, brochures, stationery, invitations and more
- Photo touchup/restoration
- Estimating, invoicing, business marketing and customer service

### COMMUNICATIONS & DEVELOPMENT COORDINATOR

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

- Lead company communication strategy and content development
- Design/edit marketing and public relations content to match brand standards
- Develop content for success stories, e-news, annual reports, press releases, donors
- Photography, videography, story interviews, board meetings/minutes
- Event planning/fundraising; Give Local York, MLK Day of Service, Annual Meeting
- Internal/external communications, public speaking; United Way campaigns
- Manage and update company website and social calendar
- Maintain donor database, write and mail thank you and solicitation letters

### GRAPHICS SPECIALIST

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

- Set up complex art files for pre-press; color conversions, trap, 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, *Spot Media Group*, York, PA

- Design company logos, brand images, print, audio, visual, video and web
- Distribute design work to graphics team, participate in daily meetings
- Quality control between sales and customers
- Proofread files and approve for submission to outsourced printers
- Prepare estimates, communicated regularly with clients and vendors

## Lauren L. Theisen

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## SKILLS

**Adobe Creative Suite**  
**Marketing & Advertising**  
**Graphic Design**  
**Event Planning**  
**Public Speaking**  
**Photography/Video Editing**  
**Content Writing/Editing**  
**Website Design**  
**Microsoft Office**  
**GiffWorks Donor Software**  
**Mailchimp & Hootsuite**  
**ESKO Print Prepress**  
**POS & Estimate Writing**  
**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

Member at Church of the Open Door  
Golf  
Running

[InKindDesigns.com](http://InKindDesigns.com)