

LAURA REILLY | DIGITAL CREATIVE DIRECTOR

www.thethumbprint.com

732.614.3355

thethumbprint@gmail.com

EXPERIENCE

Social Theater

12.2012-present

Creative Director, Advertising, Ad Ops

- Growing a \$64MM in-house ad agency from the ground up.
- Personally directing \$40MM custom ad revenue from conception to completion.
- Streamlining all Design, Project Management, and QA workflows.
- Successfully increasing team productivity by redesigning internal-facing user interface.
- Building specs for products on web and mobile devices for developers.
- Coordinating client goals, deadlines, priorities, and monitoring deliverables.
- Inventing and presenting new product ideas to upper management and Sales.
- Improving communications between Ad Ops and 15-75 clients at any given time.
- Forging relationships with Facebook, Twitter, Kik, etc.
- Clients include HBO, Disney, Macy's, Honda, and Dreamworks.

Quepasa

11.2011-12.2012

Senior Promotions and Marketing Designer

- Worked with developers to build and revise daily campaigns worth over \$10MM a year.
- Recruited, trained, and coached the design team.
- Invented and improved entire product line.
- Led the team in rebranding logo, style guide, website, and all marketing materials.
- Clients include ABC Family, Sony, Dove, and Telemundo.

myYearbook

07.2008-11.2011

Promotional and Marketing Designer

- Designed an intuitive user interface for client advertising campaigns from scratch.
- Created thousands of effective, custom layouts based on clients' needs.
- Quickly designed engaging proposals for all future sales.
- Clients include Lifetime, Corona, The CW, Samsung, and Fox.

Altidor Advertising

03.2007-06.2008

Illustrator and Graphic Designer

- Designed winning original concept for branding.
- Modified branding for various media.

Rowan University

10.2006-05.2007

Advertisement Designer

- Won design award for book distributed to over 7,000 art students.
- Designed logos and marketing material.

EDUCATION

- **Rowan University** - BFA in Graphic Design and Illustration
- **Ocean County College** - AS in Liberal Arts and Psychology

APPLICATIONS

Adobe Creative Suite 2015

- Photoshop
- Illustrator
- InDesign

PowerPoint & OneNote

Jira & Confluence

AREAS OF EMPHASIS

Creative team management

Project management

Print & interactive design

Digital illustration

Marketing material

Insertion Orders (IO)

Requests for Proposals (RFP)

Branding

User interface (UI)

User experience (UX)

Client communication

Font management

