

LAURAJANE REILLY

CREATIVE PROBLEM SOLVER. MANAGER. DESIGNER.

SUMMARY

A creative problem solver in online advertising process and strategy – from concept to execution. I'm currently a Senior Director at an in-house, online advertising department. I have a practical and organized work approach yielding powerful ad experiences, measurable results, and returning clients.

SKILLS

- Digital Advertising
- Digital Marketing
- Management
- Art Direction
- Communication
- Adobe Creative Suite (PS, AI, LR, AE)
- Jira and Confluence

WORK SITES



Portfolio of client work:
<http://thethumbprint.com>



LinkedIn profile:
<http://linkedin.com/in/thethumbprint>

CONTACT

- Mobile: 732-614-3355
- Email: thethumbprint@gmail.com

WORK HISTORY

FOUNDER

TheThumbprint.com | 2001 - Present

- Client consultations, designing, and illustrating

SENIOR DIRECTOR OF AD PRODUCTS

TheMeetGroup | January 2019 - Present

- Generating profit from direct ad sales and third party publishers
- Certified Scrum Master leading all advertising agile ceremonies
- Working with vPaaS partners to implement advertising strategies and products on live streaming services
- Continuing the responsibilities of a Creative Director (below)

CREATIVE DIRECTOR

TheMeetGroup | Dec 2012 - Dec 2018

- Growing an in-house ad agency generating \$6.5M in custom advertising and \$75M total advertising revenue per year.
- Working closely with the SVP and C-suite stakeholders to execute company wide product pipeline items
- Creating specs, wireframes, and designs for any custom client advertisements or ad product placements on all of our websites and mobile applications
- Organizing workflows for project coordination including timelines, team priorities, and monitoring deliverables

SENIOR PROMOTIONAL AND MARKETING DESIGNER, INTERACTIVE DESIGNER, AND MORE

Various | 2001 - Dec 2012

- Please see my [LinkedIn profile](#) for older work history.

EDUCATION

ROWAN UNIVERSITY 2004-2007
AS in Liberal Arts and Psychology

OCEAN COUNTY COLLEGE 2001-2004
BFA in Graphic Design and Illustration