

Lauren Laschuk

Toronto, Ontario

<https://www.laurenlaschuk.com/>

Media professional with **5 years** of work experience in editing, design, photography, illustration, and social media relations for a variety of brands and media markets.

Pro Skills

Graphic Design

- Illustrator
- Photoshop
- InDesign
- Lightroom
- Canva
- Procreate

Motion/Video Production

- Premiere Pro
- After Effects
- Final Cut Pro
- Character Animator

Social Media Marketing

- Facebook
- Instagram
- TikTok
- YouTube
- LinkedIn
- Snapchat

Web and UX Design

- Wix
- WordPress
- Squarespace
- Figma
- Adobe XD

Education

Toronto Film School

Graphic Design and Media Diploma

Toronto, Canada

(President's List)

American Academy of Dramatic Arts

Associates Degree in Arts

New York, USA

(Merit Scholarship)

Work History

Creative Services Manager

 Toronto, Ont.

 Aug 2024 - Current

Results Marketing Group

- Direct and manage the Creative Services division, ensuring all content met client objectives and maintained high-quality standards.
- Collaborate with leadership to strategize and execute engaging social media and email marketing campaigns tailored to client needs
- Play a pivotal role in growing and evolving the Creative Services division to meet expanding business demands.

Graphic, Web Designer, Editor

 Remote

Lauren Laschuk Designer. Freelance

 Jan 2020 - Current

- Meet with clients to determine marketing and design vision, budgets and deliverable time frames for Website and logo designs
- Curate full brand identities (Logos, Type, Colours, Voice, Imagery)
- Balance 5 different client's needs simultaneously while ensuring quality
- Provide expertise as a Video Consultant for direction on scripts, storyboarding, and edited dailies during production (e.g. Short film worked on went on to win 17 Best Short Film awards internationally)

Graphic Designer

 Regina, Sask.

Harvard Media Broadcasting

 Feb 2022 - Nov 2023

- Designed graphics, illustrations, logos, websites and motion graphics for over 50 clients and industries using Adobe
- Orchestrated the creation of 3 animated videos, showcasing the features of *Harvard Media's* new project management platform to over 2750 clients, resulting in an 84% increase in engagement
- Created various marketing materials (stadium posters, car decals, web banners) for the 2022 *Canadian Football League Grey Cup* in sponsorship with the *Capital Automotive Group*
- Produced 4 campaign "look and feels" for Capital Automotive in the same quarter, while building out all web banner and Google ad sizes
- Balanced between 10 to 20 different clients per week while meeting project deadlines (*Notable Clients: CFL Saskatchewan Roughriders, Cadillac South San Francisco, Regina General Hospital*)

Social Media Associate/Designer

 Regina, Sask.

Uforia Muse Boutique

 Dec 2020 - April 2022

- Designed countless advertisements and promos which boosted brand awareness on online marketing servers by over 200% on TikTok and 135% on Instagram
- Shot, edited, and posted 5+ Instagram stories, posts, and TikToks daily
- Curated over 129,000 views on TikTok