



LAURIE TAN

ART DIRECTION + MARKETING

LaurieTan@gmail.com 954.459.1983

LAURIETAN.COM

EXPERIENCE

2018 - 2019
MARKETING MANAGER
Excel Impact, LLC. *North Miami, FL*

2016 - 2018
ONLINE MARKETING MANAGER
Cross International, Inc. *Pompano, FL*

2015 - 2016
DIGITAL DESIGNER / EMAIL COORD.
Cross International, Inc. *Pompano, FL*

2016
GRAPHIC DESIGNER
St. Joan of Arc *Boca Raton, FL*

2013 - Current
FREELANCE GRAPHIC DESIGNER

2009 - 2012
GRAPHICS ASSISTANT
National Beverage, Corp. *Plantation, FL*

EDUCATION

Graduated 2009
BACHELOR OF SCIENCE
IN GRAPHIC DESIGN
The Art Institute of Fort Lauderdale

Awarded
BEST DIGITAL PORTFOLIO

EVOLUTION

I tumbled into Marketing through the competitive and fast-paced world of Graphic Design. Communicating to audiences through various medias taught me the value of a message and the way you choose to express it. I drive in many lanes of Marketing, with a bird's-eye view for goal-crushing success. My experience includes, but is not limited to, Digital Advertising, Social Media Marketing, Email Marketing, Paid Search & Media, Marketing Data Analytics, Optimization Testing, and Graphic Design.

LEFT-BRAIN THINKING

I'm an artist at my core. Creativity doesn't just open doors to new solutions but creates them where they don't exist. With a puzzle-solving, creative concept-building brain, paired with data-driven marketing, I'm not only thriving but excited and passionate about what I do every step of the way.

LEADERSHIP

- Management
- Communication
- Organization
- Planning
- Time-Management
- Team Collaboration
- Training
- Presentation

MARKETING

- Paid Search
- SEO
- Social Media
- Email Advertising
- Optimization Testing
- Data Analytics
- Vendor Management
- Copy Writing

GRAPHICS + DESIGN

- Branding + Identity
- Concept Development
- Digital Design
- Print Design
- Package Design
- Editorial Layout
- Photography
- Illustration



Photoshop ★★★★★



Illustrator ★★★★★



InDesign ★★★★★



Google Ads ★★★★★



Microsoft Advertising ★★★★★



Microsoft Office ★★★★★



Google Sheets ★★★★★



VWO Conversion Optimization Platform ★★★★★



Wordpress ★★★★★



Qlik Sense ★★★★★



Social Media Marketing ★★★★★

ONLINE MARKETER • VISUAL COMMUNICATOR • CREATIVE THINKER • ART DIRECTOR • DETAIL INVESTIGATOR • DRIVEN WORKER
IDEA INSTIGATOR • DISCUSSION STARTER • CLIENT SHMOOZER • IMAGE PROCESSOR • NATURAL LEADER • TRAVEL LOVER

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