

# LAUREN TALBOT

GRAPHIC DESIGN, WEB, AND MARKETING

## EXPERIENCE

### 4/14 MOVEMENT

Brand and Communications Manager | January 2020 – Present

Graphic Designer | June 2019 – January 2020

What started out as a freelance graphic design opportunity creating and implementing the 4/14 Movement's rebrand turned into a full-time position steering all things marketing, branding, and communications for this international organization. Duties include:

- Website management: creation of design wireframe for Wordpress developers, management of day-to-day website edits and content.
- Graphic design: creation and implementation of print and digital graphics for the 4/14 Movement and it's international regions .
- Social media: management of social media team of three, creation of social media content, and monitoring of the 4/14 Movement Facebook Group.
- Branding: ensure branding consistency across various platforms and regions.
- Email & Contact management: manage a database of around 28,000 international contacts, format and send emails to appropriate audiences.
- Marketing: created the process design, user journey, launch and accompanying communication for the 4/14 Partner Portal, the 4/14 Resource Library (in partnership with RightNow Media) and the upcoming 4/14 Academy.

### MOUNTAINBROOK CHURCH, SAN LUIS OBISPO CA

Director of Communication | April 2019 – August 2021

Graphic Designer | October 2018 – April 2019

Managed design and output of weekly and special projects, including website management, social media content, and print projects. Oversaw a team of three Creative Interns alongside the Creative Pastor. Planned event promotion schedules between ministries, and implemented systems for future file storage and organizational efficiency.

### CALLAWAY GOLF, CARLSBAD CA


Marketing Intern | Summer 2017 & Summer 2016

Shadowed Callaway's Graphics Team and Interactive Design Team, creating graphics for print and digital output. Chosen to assist on the golf ball packaging press run in Indianapolis with two other designers. Learned the project management side of the sporting equipment industry and aided in the integration of Callaway's newest acquisition, OGIO.

### FREELANCE WORK

- Vineyard Kids USA | Created materials for digital and print output. Includes stickers, banners, signs, and conference paraphernalia, website and email graphics, and the formatting and design of various Sunday school lesson series.
- Bella Enterprises | Created logos for three family-run businesses in the Central Valley.
- Ensunet Technology Group: Consult on web and social media strategies and create graphics as needed.
- MTC Web: Create technical graphics, logos, and graphics as needed for MTC Web's clients, including illustrating techniques for medical manuals and customizing, editing, and distributing medical videos.

## CONTACT

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## EDUCATION

### California Polytechnic State University, San Luis Obispo

- Degree: Bachelor of Science, Graphic Communication
- Concentration: Graphic Communication Management
- September 2015 – March 2019

## SKILLS

### Web & Digital

- Wordpress
- Squarespace
- ActiveCampaign
- MailChimp
- Weebly
- HTML & CSS
- YouTube
- Instagram & Facebook
- Microsoft Office Suite

### Design

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Procreate

## INTERESTS

