

# LAUREN E. CUTLER

ART DIRECTOR & GRAPHIC DESIGNER

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LAURENECUTLER@GMAIL.COM

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## EXPERIENCE

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### **PART-TIME ART DIRECTOR / GÜD MARKETING**

MAY 2018 – PRESENT  
LONGMONT, COLORADO

Continued support of the creative team on ad campaigns and design projects remotely from Colorado.

### **JUNIOR ART DIRECTOR / GÜD MARKETING**

MAY 2017 – MAY 2018  
LANSING, MICHIGAN

Developed ideas, designed and produced advertising materials to effectively communicate concepts in accordance to the creative brief and strategy.

### **CREATIVE INTERN / GÜD MARKETING**

MAY 2015 – DECEMBER 2015  
LANSING, MICHIGAN

Created print and web graphics, designed various advertising and marketing materials and worked closely with the creative team.

## INVOLVEMENT

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### **VICE PRESIDENT**

MID-MICHIGAN CREATIVE ALLIANCE  
AUGUST 2017 – MAY 2018  
LANSING, MICHIGAN

### **ADDYS CO-CHAIR**

MID-MICHIGAN CREATIVE ALLIANCE  
AUGUST 2017 – MAY 2018  
LANSING, MICHIGAN

With the help of my ADDYS co-chair and committee, I planned, promoted and hosted our local AAF Chapter's (Mid-Michigan Creative Alliance) ADDY Award Show on March 14, 2018. The event sold out and drew the largest attendance our chapter had seen in 5 years.

### **YOUNG ONES PARTICIPANT**

ONE CLUB CREATIVE FESTIVAL  
NOVEMBER 2016  
SHANGHAI, CHINA

### **YOUNG ONES PARTICIPANT**

ONE CLUB CREATIVE WEEK  
MAY 2016  
NEW YORK, NEW YORK

### **MEMBER**

MICHIGAN STATE UNIVERSITY  
ADVERTISING ASSOCIATION  
AUGUST 2014 – MAY 2016  
EAST LANSING, MICHIGAN

## EDUCATION

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### **BACHELOR OF ARTS**

MICHIGAN STATE UNIVERSITY  
CREATIVE ADVERTISING  
MAY 2016

### **ASSOCIATE IN SCIENCE AND ARTS**

NORTHWESTERN MICHIGAN COLLEGE  
VISUAL COMMUNICATION  
MAY 2014

## SKILLS / SOFTWARE

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### **SOFTWARE**

Adobe Illustrator, InDesign, Photoshop, After Effects, Acrobat, Animate, and Premiere, Keynote, Microsoft Word, PowerPoint and Excel, Semplice

### **CREATIVE SKILLS**

Logo & Logotype, Branding, Advertising, Conceptualization, Layout/Print, Digital, Web Design, Animation, Basic HTML & CSS

### **PERSONAL SKILLS**

Leadership, Communication, Organization, Planning, Problem-Solving, Detail-Oriented

## ACHIEVEMENTS

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### **PROFESSIONAL / 2018**

Gold Telly Award, Silver Local ADDY Award (2)

### **STUDENT / 2016 – 2017**

Gold National ADDY Award, Silver District ADDY Award, Judge's Choice Local ADDY Award, Local Gold ADDY Award (4), Local Silver ADDY Award (4), Local Bronze ADDY Award (3)