

LAURA HEILBRUN: CREATIVE PRODUCER + BRAND STRATEGIST

EDUCATION

Auburn University | December 2014
BFA in Graphic Design from the College of Architecture, Design & Construction.

Photography Focus Abroad | Spring 2013
Immersive design and photography study abroad programme in Ireland.

ACTIVITIES + AWARDS

Fink Different | 2021
3-part creative business course run by award-winning creative director Graham Fink.

TGD Live Volunteer | 2016–2017
The Great Discontent's monthly panels and podcast recordings held in Brooklyn.

New York Cares | 2016–2017
NYC Volunteer, various placements.

GDES Juried Student Show | 2013 & 2014
Work selected for Auburn University's

SKILLS

- Branding + Identity
- Creative Direction + Production
- Brand + Digital Content Strategy
- Project Management
- Promo/Editorial/Photo Design
- Illustration
- Typography
- Copywriting
- Photography
- E-mail Marketing
- Strategic Communications
- Digital/Web Design
- Data Visual Design/Infographics
- Creative Processes Optimisation
- Social Media Management

PROGRAMMES + PLATFORMS

- InDesign
- Illustrator
- Photoshop
- After Effects
- CSS
- HTML
- Sketch
- Zeplin
- InVision
- Mailchimp
- Shopify
- AdRoll/AdWords/FB Ads
- Squarespace/Wordpress
- Adobe Workfront
- Team Gantt

EXPERIENCE

Graphic Designer, Creative Producer, + Brand Strategist | Remote
Studio Frazier. May 2013–Present.

Collaborate with individuals and businesses fulfilling their creative needs.

- Ideate and implement overall voice and creative strategy for individual clients and brands.
- Provide design and creative collateral on projects including but not limited to digital design, brand identities, promotional pieces, packaging, and illustrations.
- Manage designers, illustrators, UX designers, developers, and other creative professionals.
- Completed projects for clients including Hiut Denim, The Guilty Feminist, The Do Lectures, NOMNOM Chocolate, Bird Kitchen Clothing, James Button Films, Be Curio, Citi Habitats.

Creative Producer + Studio Executive | Cardiff, Wales

The Royal Mint Creative Services Team. January 2019–November 2021.

Facilitated The Royal Mint's creative department in producing campaigns consisting of concept, digital, packaging, and video content.

- Directly managed 30+ high-budget projects and timelines at any given time, with up to 130 deliverables each.
- Developed detailed project plans, including supervision of various departments and individuals, to ensure successful execution and delivery.
- Determined allocation of resources in conjunction with development of project timelines and milestones.
- Facilitated communication and reviews between various internal departments as well as third-party suppliers, production partners, experts, licensors, and brief owners.
- Successfully resolved task priority conflicts and relieved capacity restraints.
- Managed creative teams including, designers, copywriters, proofreaders, photographers, videographers, directors, external agencies, and freelancers in order to facilitate the timely completion of all projects.
- Developed new workflow for 3D packaging integration.
- Revised processes to better utilize in-house digital resources.

Marketing + Special Projects Lead | Llanboidy, Wales

NOMNOM Chocolate. September 2017–October 2018.

Turned an Abandoned Chocolate Factory into the most delectable place in Wales.

- Produced platform-tailored content in the form of copy, imagery, videos, and engagement-boosting external communications.
- Managed creative teams on various freelance projects.
- Developed, and executed Last Dance Campaign, the first-ever NOMNOM Chocolate Auction, and the Winter launch of 11 New Flavours.
- Lead digital marketing and Abandoned Chocolate Factory Initiative.

Designer, Writer, Researcher, + Digital Content Strategist | Cardigan, Wales

The Do Lectures. August 2017–August 2018.

An encouragement network followed by a global audience of entrepreneurs, creatives, and thought leaders. Voted by the Guardian as one of the top 10 ideas festivals in the world.

- Researched, co-developed, and produced the 3-day seminar, Breakthrough.
- Created, managed, and executed all outbound digital communications, email marketing, social media, blog, and website management.
- Defined and refreshed digital and creative guidelines for increased brand alignment.
- Developed communication rhythms for the organisation by designing, copywriting, and publishing consistent email communications to a subscriber base of 19000+.
- Implemented growth-positive marketing strategies, a 25% growth of subscriber base.
- Articulated organisation's thought leadership through articles, weekly newsletters, and advertising campaigns.
- Lead team on GDPR transition strategy, maintaining 95% of previous subscriber base.
- Responsible for weekly sales review and metrics tracking.
- Researched, edited, and wrote copy for Hiut Denim's Yearbook 4 and The Breakthrough Creative Manual.

U.K. Expansion Assistant | Manhattan, New York

charity: water. February 2017–June 2017.

Provided support in establishing charity: water's first international subsidiary in the U.K.

- Aided in establishing and managing UK systems and processes.
- Oversaw the setup of Virgin Money Giving donation platform.
- Supported the development of fundraising materials and internal/external communications.
- Managed Well Member outreach and assisted with Brand Partner Relationships.
- Assisted with production and operations in run-up to the St. James's Palace launch event.

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