



email: lgarcimonde@gmail.com // cell: 954.249.8464 // city: Arlington, VA
website and blog: www.laurengarcimonde.com // twitter: [lgfisher](https://twitter.com/lgfisher)

Professional Experience

Director // Advocacy and Reputation Marketing
Consultant
The Glover Park Group

01.11 – Present
08.10 – 12.10

Accomplishments:

- Joined team mid-way through large project. Quickly adapted and led team to deliver materials accurately, on time and on budget.

Tasks:

- Work with team of internal and external account and creative professionals to launch advertising materials for national client.
- Develop strategy and corresponding tactics.
- Actualize creative work from concept development to ad production to final implementation.

Vice President // Operations
AREA203

03.08 – 04.10

Accomplishments:

- Created team structure, recruited and hired team of marketing and creative professionals, building the agency from 15 employees to 40+ employees.
- Designed or re-engineered policies and procedures to improve operational performance throughout the organization.
- Created and charted comprehensive, illustrated processes and policies for all tasks throughout all agency departments.
- Established traffic and production department to improve efficiency both internally and with supporting consultants and vendors.

Tasks:

- Oversee the development, implementation and accomplishment of marketing goals by 40+ employees.
- Manage the delivery of high-quality marketing services to the customer base.
- Coordinate with the President, as well as the departmental Vice Presidents, to monitor all operational activities, identify potential problems and recommend corrective action.

Branding Specialist
Miami Children's Hospital

07.04 – 03.08

Accomplishments:

- Directed the redesign and reorganization of 2500-page website, mch.com; including transfer of content from static html to a dynamic content management system, production of interactive content and still photography, implementation of forms and databases for various web visitors.
- Promoted growth of website hits by 42% through search engine optimization (SEO), content optimization through data analysis, and promotion of site through other means.
- Redesigned and authored monthly e-newsletter, including expansion of its subscriber database by 72%.

Tasks:

- Develop and oversee projects to promote and strengthen the MCH brand including: internet presence, print production (advertising and collateral pieces), broadcast production (television and radio).
- Manage content for four hospital-based websites.

- Create and control web budget.
- Coordinate a variety of projects including: production of monthly e-newsletter; organization of PR stories; facilitation of marketing efforts at national/international conferences and local events.

Art Director // Agency Producer

Eisenberg & Associates

06.01 – 07.04

Accomplishments:

- Created award-winning ads, collateral pieces, videos and websites for a variety of clients.

Tasks:

- Involved in all aspects of art department including: conceptual planning of campaigns, design and layout of printed pieces and website, art direction of still photography and broadcast projects, printing press checks and proofing.
- Coordinate a variety of television and video projects including: television advertisements, promotional sales videos, and installation videos; casting talent, hiring vendors (from directors to production crews), art directing, supervising edit sessions, ordering duplications.

Assistant Art Director // Graphics Specialist

Summit Design

01.00 – 05.01

Tasks:

- Complete a variety of tasks including: typesetting, page layout, basic design, photo manipulation.

Education

St. Thomas University // Miami, FL

08.05 – 12.06

- Completed coursework towards a Masters of Science in Management.

University of Florida // Gainesville, FL

08.97 – 05.01

- Bachelor of Science in Advertising.

Skills

- Bilingual: English and Spanish.
- Proficient in Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, Fireworks, InDesign) QuarkXPress, Microsoft Office Suite (Word, Excel, PowerPoint).
- Mid-level knowledge of HTML and CSS.
- Familiar with Omniture and Google Analytics.
- Proficient in both PC and MacOS.

References

Read recommendations on my LinkedIn Profile: <http://bit.ly/dzp2Pr>

More

Check out a short video bio about me: <http://www.laurengarcimonde.com/2010/videos/>

Read my blog: <http://www.laurengarcimonde.com/2010/blog/>

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