

- Expertise In:
- Figure-It-Out Projects
 - Creative Direction
 - Concept, Strategy Development
 - Project Management
 - Planning, Budgeting, Resource Allocation
 - Client Management
 - Process, Policy Design
 - Team Building, Management
 - Mentoring, Professional Development

Professional Experience: The Glover Park Group

Lead Creative Producer // Creative Services 05.12 – Present
Director // Advocacy and Reputation Marketing 01.11 – 05.12
Consultant 08.10 – 12.10

Accomplishments:

- Managed client and coordinated internal team on large research and message development project, which led to a significant amount of media coverage for our client.
- Briefed *Obama For America* campaign senior research and strategy staff on key election issue on behalf of a client.
- Seen as a resource for professional development and have held various presentations, including *Presentation Tips and Tricks*, *How Do I Do That in Powerpoint?*, *Best Super Bowl Commercials of 2012*, successful client case studies and more.

Tasks:

- Oversee the creation of independent pieces and integrated campaigns (from concept development to production to final implementation) to help clients tell their story.
- Work with team of internal and external account and creative professionals to launch brand, messaging and advertising materials for national clients.
- Lead team of internal producers and project managers; prioritize and allocate resources against all work that passes through the Creative Services department.
- Develop strategies, corresponding tactics and concepts.

Clients include:

- UnitedHealth Group, PhRMA, Planned Parenthood, Value of Water Coalition, Fuels America, American Bankers Association, Bloomberg Philanthropies, Americans for Responsible Solutions.

AREA203

Vice President // Operations 03.09 – 04.10
Director // Interactive Services 03.08 – 02.09

Accomplishments:

- Created team structure, recruited team of marketing and creative professionals, built the agency team from 15 to 40+ employees.
- Designed or re-engineered policies and procedures to improve operational performance throughout the organization; established production department to improve agency efficiency.

Tasks:

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

Miami Children's Hospital

Branding Specialist

07.04 – 03.08

Accomplishments:

- Represented MCH in the most positive light: creative development and production; in-house supervision of PR stories, reality television and documentary projects; community/celebrity management and outreach; facilitation of marketing efforts at national/international conferences and local events; patient advocacy; and at times served as a hospital spokesperson.
- Directed the redesign and reorganization of 2500-page website, mch.com; promoted growth of website hits by 42%.
- Redesigned and promoted e-newsletter, including expansion of its subscriber database by 72%.

Tasks:

- Developed and oversaw projects to promote and strengthen the MCH brand through a variety of media: digital, print, broadcast, out-of-home, events.
- Managed content for five hospital-based websites; created and controlled web budget.

Eisenberg & Associates

Art Director // Agency Producer

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, art direction, printing press checks and proofing.
- Coordinated 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.

Summit Design

Assistant Art Director // Graphics Specialist

01.00 – 05.01

Tasks:

- Designed and assisted on materials including: typesetting, page layout and photo retouching.

Education: St. Thomas University // Miami, FL // Completed coursework toward Masters of Science in Management
University of Florida // Gainesville, FL // Bachelors of Science In Advertising

Skills: Bilingual: English and Spanish.
Proficient in Adobe Creative Suite, Microsoft Office.
Base-level knowledge of Wordpress, HTML and CSS.
Familiar with Sysomos, Radian6, Omniture and Google Analytics.
Proficient in both PC and MacOS.

References: Read recommendations on my website: <http://laurengarcimonde.com/2010/recommendations/>