

Lauren Parish

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Work Experience

Web & Publications
Manager
2008 - Present

Rochester Institute of Technology Image Permanence Institute

- Develop and oversee all digital and traditional marketing materials, as well as presentations, to adhere to university branding standards
- Work with key stakeholders to manage the development and delivery of projects on time
- Provide best practices for consistent messaging and brand awareness
- Manage social media accounts with thousands of followers to engage core audience
- Plan out and create content with input from subject matter experts to distill complex information into creative stories
- Analyze post engagement trends, website analytics, and email campaign tracking to correlate marketing effectiveness
- Collaborate with a diverse team of research scientists to create polished on-brand content for websites and publications
- Manage online surveys to report to granting agencies on the collected data

Graphic Artist
2007-2008

GateHouse Media

- Created Flash advertisements for local newspaper websites around the country
- Responsible for all print and web-based design within the corporate office and local properties

Web Designer
2006-2007

Whole Latte Love

- Designed promotional web material on a regular basis for largest online retailer of espresso machines under tight deadlines
- Responsible for multiple ongoing projects, mainly the implementation and design of new websites and images for the products contained within
- Created and executed ongoing marketing strategies and designs for email campaigns

Web Designer
2005-2006

Rochester Institute of Technology Information and Technology Services

- Designed user interface for the myRIT web portal
- Worked with Rochester-area CEOs and RIT to create ExploreRochesterIT logo and website

Web Developer
2003-2005

University of Rochester Laboratory for Laser Energetics

- Designed and implemented websites in HTML and CSS
- Responsible for ongoing website maintenance
- Worked with research scientists for content and vision

Education

BS New Media Publishing (2006)

Concentration in Digital Media with a minor in Communication

Rochester Institute of Technology
Rochester, NY

Proficiencies

Leadership

I successfully lead groups in official and unofficial capacities to complete objectives. I enjoy leading multifaceted and diverse teams through projects starting from vision, through design, and delivery.

Accountability

I pride myself on being able to plan out and manage multiple projects at once with several independent budgets and timelines. I always deliver on time with high quality output. I effectively communicate via a variety of platforms including email, teleconferencing, and instant messaging.

Technical

Extremely proficient in Adobe Creative Cloud. Most notably Photoshop, InDesign, Illustrator, Acrobat, and XD. Experience with Drupal, WebStorm, Gitlab, Google Analytics, and SiteImprove.

Other Skills

CONTENT MANAGEMENT

DESIGN

WEB ANALYTICS

SOCIAL MEDIA

MARKETING

EFFECTIVE COMMUNICATION

EDITING

EMAIL CAMPAIGNS