

Lauren Parish

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Objective: Seeking a leadership position in a larger organization with a focus on creative design.

Work Experiences

March 2008–
present

**Rochester Institute of Technology
Image Permanence Institute**
Web & Publications Manager

- Design new and maintain existing websites and web applications
- Develop and oversee all print and web marketing materials, as well as social media presence
- Work with researchers to gather content and create publications for sale
- Manage full-time web developer and student co-op
- Organize recurring workshops and webinars

August 2007–
March 2008

GateHouse Media, Inc.
Graphic Artist

- 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

March 2006–
August 2007

The Salzman Group
Web Designer

- Designed promotional web material on a regular basis for multiple eCommerce websites 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 for multiple companies

June 2005–
March 2006

**Rochester Institute of Technology
Information and Technology Services**
Web Designer

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

September
2003–
August 2005

**University of Rochester
Laboratory for Laser Energetics**
Web Developer

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

Education

**Rochester Institute of
Technology**

Rochester, NY

Bachelor of Science (2006)

New Media Publishing

Concentration in Digital Media
with a minor in Communication

Proficiencies

Leadership

Moderate, 9 years

I successfully lead groups in official and unofficial capacities to complete objectives. People often look to me for guidance on multiple aspects of projects, starting from the vision, to design, and on to completion.

Accountability

Advanced, 10 years

I pride myself on being able to plan out and manage multiple projects at once with several different budgets and timelines. I always deliver on time with high quality output.

Technical

Expert, 19 years

Extremely proficient in Adobe Creative Suite software. Most notably Photoshop, InDesign, Illustrator, Dreamweaver, and Lightroom. I live and breathe these tools on a daily basis. They allow me to be diverse in both web and print.

Other Skills

**DESIGN • EMAIL CAMPAIGNS
CROSS-PLATFORM PUBLISHING
HTML/CSS • SOCIAL MEDIA
EFFECTIVE COMMUNICATION
EDITING • ORGANIZATION**