

## Laura Paradise

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### EXPERIENCE

#### **Pharos Systems International (February 2006 – present ) - Creative Director**

- Design, develop and maintain company website; perform search engine optimization and lead internet marketing efforts
- Design, develop and execute all internal and external marketing materials, including document and presentation templates, brochures, marketing collateral, sell sheets, flyers, print advertisements, posters, banners, CD labels and product packaging, tradeshow displays, promotional products, etc. Manage print production with various vendors.
- Assist engineering team in product development by designing graphical user interfaces (GUI)
- Take part in marketing brainstorming; assist in developing marketing and advertising strategies, plans and actions

#### **LP-Creative (March 2002 – present) - Freelance Graphic/Web/Media Designer**

- Design, develop and execute various clients' marketing/communication materials, including logos, corporate identity packages, brochures, catalogs, menus, signs, posters, banners, advertisements, direct mail, t-shirts and promotional products, presentations, specialty product, GUIs, websites, etc.
- Industries that I have created marketing materials for include: technology, manufacturing, healthcare, education, retail, hospitality, entertainment, etc.

#### **Verizon Information Services, Saint Petersburg, Florida (August 2003 – March 2005) - Graphic Designer**

- Created ads for various directories

#### **Poltava Business Weekly, Poltava, Ukraine (January 1998 -August 2001) - Designer**

- Performed typesetting, page layout, ad design, and concept creation
- Handled key accounts for the company and helped to develop greater sales due to ad design successes

#### **Public School # 16, Poltava, Ukraine (August 1995 - January 1998) – Teacher**

- Taught Russian Language and World Literature in middle school and high school

### EDUCATION

#### **Search Engine College, online training institution (December 2007)**

- Certified Search Engine Marketer

#### **International Academy of Design and Technology, Tampa, Florida (September 2004)**

- Associate Degree in Graphic Design & Communication | GPA: 4.0 | President's List

#### **Poltava Pedagogical Institute, Ukraine (July 1995)**

- Bachelors Degree in Teaching and Education |GPA: 3.6 | Dean's List

### SKILLS

- Proficient user of Photoshop, Illustrator, InDesign, Dreamweaver, HTML, CSS, MS Office Suite, etc.
- Cross-platform proficient – Windows PC and Mac
- Continually developing professional skills and knowledge of graphic design and marketing principles by taking courses, attending seminars, and reading a variety of design publications
- Have traditional artistic skills in addition to computer skills
- Speak 3 languages: English, Russian, and Ukrainian