

Laurie S. Neilsen

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Profile

Driven and dependable rockstar graphic designer with a strong sense of ownership and time management. Creative and deadline oriented, with a proven track record of elevating the quality of a brand's graphic design and photography. My background in fine arts gives me a unique vision, and my organizational skills and attention to detail set me apart as an artist who uses "both sides of her brain." A fast learner who can adapt quickly to any situation. Looking for remote, part-time work.

Experience

Graphic Designer | Self-Employed | Jan 2024 - Present

Designing graphics for email campaigns, social media, landing pages, and other online applications

- Assisted in Flinn Scientific transition of Educational Innovations website ownership/information
- Contributing to marketing campaigns
- Assisting ecommerce teams with website functionality

Graphic Designer/Photographer/Marketing | Educational Innovations, Inc. | 2004-2023

Educational Innovations was a direct-to-consumer company that sold fun science supplies to both teachers and the general public. It was founded by a former chemistry teacher in 1994 and ran for nearly 30 years before closing its doors at the end of 2023.

Graphic Design:

Created designs for web and print catalogs, packaging, trade show banners, magazine ads, lesson plans, email campaigns, landing pages, and more.

- Slashed printing costs by transitioning entire semi-annual print catalog design process in-house
- Established style guides for print catalogs in use for over 14 years
- Worked closely with pre-press and printing houses to ensure quality finished materials
- Met 100% of deadlines

Photography/Photo Editing:

Photographed products and retouched photos from vendors.

- Built a photo studio from the ground up
- Made inexpensive, mass-produced products look high-end
- Found clever uses for unconventional materials when budget was tight
- Directed and photographed children of all ages (and several dogs) successfully

Marketing:

Ran email and social media campaigns schedule across multiple platforms.

- Researched and created custom graphics about various scientific topics
- Engaged with social media followers and grew following
- Adapted to new email marketing websites and stayed on top of changing trends
- Produced (shot, starred in, and edited) short-form product videos for YouTube, website, and Instagram, the most popular of which have several million views
- Saved a product from extinction with a viral video, making it one of our best sellers

Website/eCommerce Management:

Maintained ecommerce system of over 1,000 products.

- Optimized SEO for products, categories, and landing pages
- Kept website up-to-date with ever-changing product line of new and discontinued items
- Transitioned to three different e-commerce sites between 2004 and 2011
- Worked closely with buyer, manufacturing, and receiving to ensure accurate online inventory
- Answered customer product questions from website using my expert product knowledge

Other:

- Maintained comprehensive spreadsheets of product data for print catalogs, website
- Used spreadsheets to keep customer service team updated on all product changes twice annually
- Acted as a liaison between departments to maintain a consistent brand strategy and identify improvement areas

Education

Southern Connecticut State University

Bachelor of Science - Art Education, Summa Cum Laude

Proficiencies

Adobe Creative Cloud | Photoshop | InDesign | Illustrator | Premiere Pro | Acrobat | Microsoft Word | Excel
Omnisend | Listrak | CommerceV3 | Big Commerce | HTML

Special Skills

Fast learner | Well organized | Proficient proofreader | Excellent researcher | Detail-oriented | Content editing | Problem solving | Grammar | Spelling | Organization Skills | Readability | Line editing

Interesting Hobbies

Fire photography | Sculptural crochet | Cartooning | Mixed-media art | Classically-trained mezzo soprano