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# LAUREN FONG

MARKETING & GRAPHIC DESIGN

## CONTACT



949.357.4652



laurenfong@live.com



Irvine, CA



laurendanae.com



linkedin/in/laurenfong

## SKILLS

### PROFESSIONAL

- Print Media
- Web Design
- Budgeting/Planning
- Social Media
- Event Coordination
- Project Management
- Photography
- Customer Support
- Branding

### TECHNICAL

- Adobe Creative Suite
- Wordpress
- Mac & PC Systems
- SharePoint
- HTML + CSS
- Microsoft Office
- Hootsuite
- Club Broadcast
- MailChimp
- InfusionSoft

## PROFILE

Versatile, ambitious, self-initiating individual with extensive experience seeks position in Graphic Design and Marketing. Able to utilize my talent to create visual solutions and meet marketing needs. Accustomed to performing in deadline driven environments with an emphasis on working within budget and design requirements. Seeking a company that demands high quality design to further business goals and professional image.

## EDUCATION

2011 – 2014

*Art and Digital Media*

University of California Irvine

CGPA: 3.9

Dean's Honor 2012, 2013, 2014

Alpha Phi Fraternity

2007 – 2011

*High School Diploma*

Glendale High School

CGPA: 3.95

Class President 2008, 2009, 2010

Dance Captain 2011

## EXPERIENCE

*Manager, Events & Member Relations*

Tribe OC | October 2016 – Present

- Manage planning and production of all Tribe OC events, with focus on building member community
- Develop local partnerships and influence relationships
- Create all marketing material for asset and brand management including Photography, Web Design and Social Media
- Ensure accurate administration of Personal Training including client files, measurement tracking, and workout programs

*UI SharePoint Developer & Graphic Designer*

LA Fitness | February 2015 – Present

- Create graphics and masterpage templates based on SharePoint Server 2013 that include custom branding, shared content and content management
- Develop creative WordPress site to convert LA Fitness members into subscription members and social media campaign supporters

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## SKILLS

### PERSONAL

- Organized
- Time Management
- Creative
- Fast Learner
- Dedicated
- Hard Working
- Reliable

### INTERESTS

FITNESS

TRAVEL

COOKING

LITERATURE

PHOTOGRAPHY



laureenfong



@laurenfong

## EXPERIENCE

*continued*

### *Lead Graphic Designer*

Private Club Marketing, Inc. | April 2014 – February 2015

- Lead in the design, development and implementation of graphic, layout and production communication materials
- Promotional and marketing design, flyers, posters, magazines, logos, website conceptualization and management, email marketing and brand development

[www.privateclubmarketing.com](http://www.privateclubmarketing.com)

### *Graphic Designer and Photographer*

The Luxury Marketing Council | April 2014 – February 2015

In charge of event and lifestyle photography, as well as design collateral for special events and experiences for the Southern California region (Santa Barbara, Orange County, Los Angeles, Palm Desert and San Diego) for luxury brands and accomplished professionals in fashion, retail, professional services, government, philanthropy, collectibles, travel, art, home and move.

[www.luxurymarketingcouncil.org](http://www.luxurymarketingcouncil.org)

### *Sports Photographer Intern*

STARS Performance Training & Sports Medicine | January 2014 – March 2014

Generate photography and social media assets for all STARS social media accounts to promote each NFL Pre-Draft Combine athlete.

### *Accounting & Marketing Assistant*

Surterre Properties | September 2013 – March 2014

- Provided executive real estate support to top producing agents by updating a client database system, preparing listing materials, and assisting in coordinating 3-5 open houses per month
- Generated comparative market analysis for clients, maintained each agent's books and records, and monitored monthly finances using QuickBooks
- Prepared marketing materials and ensured distribution of media and mail advertising, which contributed to an increase of 5-10 weekly inquiries