

# Lauren Verner

## Digital Media Designer

### EMAIL

laurencverner@gmail.com

### PHONE

(203) 606-4383

### WEBSITE

laurencverner.com

## Skills

- B2B Marketing
- Digital Marketing
- Graphic Design
- UI/UX Design
- E-Commerce
- Web Design
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- WordPress
- HTML5
- Figma (Design Software)
- HubSpot CRM

## Education

### B.S.

Studio Arts - Painting  
Southern Connecticut State  
University

## Certifications

### Hubspot Inbound Certified

2017

### UI Design

California Institute of the Arts  
2021

## Work Experience

### Freelance Web & Graphic Designer

Lauren C. Verner

Sep 2019 - Present

Waterbury, CT

Helping small businesses and marketing agencies accomplish digital marketing goals through a combination of design, marketing and tech skills.

- Front-end development/design: Developing functional and user-friendly web pages and full websites with Figma/XD through staging to launch in Wordpress and Hubspot
- Email marketing design: Designing and coding HTML/CSS emails and workflows/customer journeys for marketing
- Graphic design: Creating brochures, business cards, sell sheets and case studies in InDesign
- Vector logo design and technical diagram illustration in Illustrator

### Digital Marketing Specialist

DDI System

Aug 2015 - Sep 2019

Newtown, CT

Handled the day-to-day management of marketing tasks such as landing page development and email campaign execution in Hubspot and Salesforce.

- Concept ideation, design and execution of website/landing pages and B2B marketing email design via Hubspot CMS
- List segmentation, drip campaign creation and execution for email marketing, including coding HTML emails for eblasts
- Designing and executing social and email campaigns for trade shows and webinars
- Compiling metrics for quarterly reports and analyzing KPIs
- Storyboarding, creating and editing marketing videos
- Creating wireframes and mockups for website pages
- Editing print material such as case studies and whitepapers
- Maintain brand standards across web presence, including implementing rebranding campaign and redesigning website