

# LAURA STURGILL

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## EXPERIENCE

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### Senior Marketing & Graphic Designer, Associate Vice President, Davenport & Company

Richmond, Virginia May 2019-Present

- Manages the updates and production schedule for 80+ marketing assets on a monthly, quarterly and annual basis.
- Refreshes the branding and creation of templates for pitch books, one-pagers, LinkedIn posts, email-templates, and powerpoint presentations.
- Creates new brochures for a multitude of products offered by Davenport.
- Produced a fresh re-design of the internal website while also keeping the existing internal and external website up to date.
- Received a Senior promotion to title in 2023.
- Lead trainer for new employees who need to learn the Adobe Creative Suite to perform job responsibilities adequately.

### Owner & Designer Consultant, LS Design Services

Remote 2014-Present

- Meets with clients over the phone to discuss their ideas and create a plan for production. Provides a questionnaire to clients for documentation.
- Created a pricing guide for logo and website bundles to efficiently let clients choose their deliverables.
- Frequent projects include logo design, print assets, website creation and upkeep, SEO and Google Analytics, and email campaigns.

### Graphic Designer, International Mission Board (IMB)

Richmond, Virginia August 2018-August 2019

- Created a 150 page, print ready, hardcover book for incoming Missioners about the foundation of the company. Produced four separate versions; English, Spanish, Portuguese and Korean.
- Produced print magazines and e-books for Pre-Deployment Training and 12-Week Missions schedules.
- Created print signage for trade-show booths and retractable banners.
- Branded an interactive online training program for active IMB Missioners.

### Graphic Designer, Longwood University Design Lab

Farmville, Virginia January 2018-May 2018

- Responsible for meeting with Longwood and Farmville clients to produce sketches, mock-ups and final designs for multiple jobs at a time.
- Assets included logos, brochures, posters, digital and print projects.

### Marketing Intern, Greater Richmond Transit Center (GRTC)

Richmond, Virginia March 2017-August 2017

- Produced visuals for print such as posters, flyers, and channel cards.
- Worked alongside the Creative Director and Marketing Team.

### Assistant Layout Editor, The Rotunda

Farmville, Virginia September 2016-May 2018

- Transferred *The Rotunda* from a newspaper to a full-color magazine.
- Produced 500 bi-weekly print editions and a weekly e-edition.
- Worked with the social media team to promote each edition.

## STATEMENT

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Graphic designer who works well in groups but is individually proactive and quickly executes creative and sophisticated designs, while remaining open-minded and producing the best work possible.

## EDUCATION

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### Bachelor of Fine Arts

Longwood University 2016-2018.

Bachelor of Fine Arts in Graphic Design. Concentration in Brand, Identity and Media Design.

Radford University 2014-2016.

First two years of Bachelor of Fine Arts in Graphic Design.

## SKILLS

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InDesign

Illustrator

Photoshop

Adobe Acrobat

Wordpress

Microsoft Word

Microsoft Excel

Microsoft Powerpoint

HTML

## CREATIVE HOBBIES

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Event Invitations

Party Signage

Balloon Arch Displays

Extravagant Charcuterie Boards