

Education **BFA, Graphic Design, 2002**
New England School of Art & Design at Suffolk University

Experience **Amazon Studios, Freevee | Creative Director | Los Angeles, CA | Nov. 2021 – Present**

- Lead the ideation and development of 360° creative campaigns to drive viewership of Freevee Originals, ensuring alignment with brand guidelines and strategic objectives
- Oversee the creation and production of marketing assets such as: key art, trailers, digital assets, photo shoots, audio spots, out-of-home and owned-and-operated materials
- Craft high-level creative strategies to enhance brand visibility and audience engagement
- Communicate with creative agencies, internal stakeholders, executive producers and talent to provide the creative vision for streaming content
- Manage complex projects and create bespoke content across channels to deliver impactful marketing campaigns
- Work with senior leadership and head of creative to create processes and establish best practices that impact the broader department
- Forecast needs, allocate, manage and track budgets for creative asset development, and work with key stakeholders to drive a schedule for projects while prioritizing and using resources effectively
- Coach in-house production team

MarVista Entertainment | Los Angeles, CA | Mar. 2008 – Oct. 2021

VP, Creative Director | Jun. 2017 – Oct. 2021

Art Director | Jan. 2015 – Jun. 2017

Sr. Graphic Designer | Mar. 2008 – Jan. 2015

- Developed the creative strategy for films, aligning them with sales and marketing messages to maximize impact
- Created and executed key art concepts for numerous movies, contributing to sales and consumer viewership
- Directed the creation of trailers to advance sales and garner viewership
- Oversaw internal and external creative designers for all marketing campaigns, sales initiatives, and direct-to-consumer titles
- Attended set for the art direction of cast photo shoots, ensuring visual consistency with the overall creative strategy
- Mentored in-house creative team
- Conducted brainstorm meetings and critiques to garner fresh ideas and improve results
- Identified process improvements in order to maintain a seamless workflow between departments
- Wrote copy for sales and marketing materials consistent with brand messaging
- Attended press checks to guarantee the quality of printed materials

Experience

Court TV | Graphic Designer | New York, NY | Jan. 2003 – Sept. 2007

- Contributed to driving sales and creating buzz through visually compelling and strategically designed print materials including: key art, logos, invitations, brochures, packaging, premiums, ads, flyers and various mailers
- Wrote copy for printed materials, ensuring consistency with brand messaging
- Worked closely with internal departments as well as external printers and vendors to collaborate on visually appealing print campaign materials

Freelance Graphic Designer | Jan. 2002 – Present

- Produce print materials as needed for clients

Programs

Photoshop | Illustrator | Acrobat | InDesign | Keynote | Microsoft Office | Airtable | Asana | Quip

Skills

Creative Direction | Key art and Trailer Development | Project Management | Process Improvement
Photo shoot Art Direction | Brand Strategy | Copywriting | Photo Manipulation and Retouching
Excellent Time Management | Effective Communication Skills | Press Check Oversight
Cross-Functional Collaboration

Portfolio

laurensbook.com