

ls.

LAUREN SEIBERT

content creator & graphic designer

918.497.6181

lauren.p.seibert@gmail.com

lauren-seibert.com

Tulsa, Oklahoma

SKILLS

Social Media Management
Art Direction
Copywriting & Creative Writing
Adobe Creative Suite
Mandarin
AP Style
Conceptual Thinking
Media Planning
Digital & Print Media Design
Website & UI Design
Brand Development

PASSIONS & INTERESTS

Social Media Engagement
Blogging
Cooking
Photography
Photo Styling & Editing
Unique Branding
Interior Design
Creative Campaigns
Event Planning

EDUCATION

The University of Oklahoma
Advertising Major
Chinese & Business Minors
Graduated December 2016

EXPERIENCE

Freelance Graphic Designer & Content Creator

August 2019 - Present

Design and develop websites for clients to showcase their brand and attract new customers
Design print materials, such as invitation suites, business cards and stationery
Developed and designed all aspects of branding for The Simple List, a blog dedicated to inspired living and healthy recipes; manage social media accounts, website and SEO
Develop recipes and photograph content for The Simple List

Senior Graphic Designer at Ebby Halliday, Realtors®

May 2019 - August 2019 / Dallas, Texas

Promoted to Senior Designer after demonstrating extensive leadership and design skills
Lead creative team in developing new skills and initiatives to promote our brand
Work with executive leadership to develop content strategy and planning
Develop and design print and digital materials to promote our brand and agents

Graphic Designer at Ebby Halliday, Realtors®

April 2018 - May 2019 / Dallas, Texas

Creative Director and lead designer of our bi-annual luxury magazine; initiated first redesign in nine years
Assisted social media team in content strategy and developing visual assets, lead weekly meetings to determine progress and updates
Directed, designed and produced photo shoot for 200+ agents featured in D Magazine
Designed print and digital materials for corporate initiatives and real estate agents
Worked with a team to develop and execute brand strategy

Digital Content & Marketing Director at On A Whim

Feb. 2017 - Dec. 2017 / Tulsa, Oklahoma

Develop and promote branded content on all relative social platforms
Maintain a user-friendly, optimized website
Craft emails and marketing materials to target customers and draw them in to believe in and align with the brand
Partner with national and local brands/organizations to create opportunities to reach new customers
Style & photograph all brand shoots
Noteworthy Accomplishments: Increased Instagram followers consistently every month (117% in 6 months); developed Google AdWords campaigns to provide nearly 400,000 impressions and a 2.6% average conversion rate in two months; raised online sales, visitor conversion percentage, and average revenue per order to record company levels

Account Services & Creative Intern at J. Walter Thompson Shanghai

June 2016 - Aug. 2016 / Shanghai, China

Assisted in planning, execution and post-launch social engagement analysis for viral Elevit campaign
Developed copy and psychological territories for international Rolex campaign
Developed copy for Qualcomm to be pitched to client post-internship period
Wrote, directed, and recorded Tylenol Effie video submission
Assisted in developing campaign launch for United Airlines in China
Initiated intern program for future JWT Shanghai interns
Assisted in creating and translating client presentations (copy, design, format, etc.)