

LAURA STURGILL

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EXPERIENCE

Associate Vice President, Marketing & Graphic Design, Davenport & Company

Richmond, Virginia

May 2019-Present

- Manages the updates and production schedule for 60+ 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.
- Trained two employees and taught three how to use Adobe InDesign.

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

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

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.

Graphic Design and Animation

Chesterfield Technical Center

2012-2014.

Advanced Diploma

Midlothian High School 2010-2014.

SKILLS

InDesign



Illustrator



Photoshop



Acrobat



HTML



Microsoft



Wordpress

