

LAURA FERRY-JIMENEZ

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PROFESSIONAL SUMMARY

Highly creative and self-motivated Graphic Designer. Specialties include effective communication skills, building professional relationships and collaborating with cross-functional teams. Proficient in various design software with a proven track record of delivering eye-catching designs on-time and on-budget.

EMPLOYMENT

Freelance Graphic Designer
Inka-Inka Designs; Frisco, TX

Aug 2013 - Present

- Responsible for various freelance projects including creation of a quarterly HOA newsletter, design of various logos and brochures, as well as ads for well-known display company
- Responsible for the coordination and production of a variety of promotional materials
- Research clients' specific industry and target audience
- Promote Inka-Inka Designs by attending networking meetings and organizations
- Responsible for providing all quotes, invoices, financial information and permits
- Assemble final layouts for printing and provide graphic design for websites

Senior Graphic Designer/Advertising Coordinator
Independent Financial Group; McKinney, TX

Sept 2010 - Aug 2013

- Provide direct support to the Senior Vice President of Marketing in the development and implementation of corporate marketing and advertising strategies as well as community involvement
- Responsible for the communication of company information, procedures and events to all bank employees via monthly corporate newsletter, flyers and internal emails
- Create graphics and manage company website updates as well as social media graphics on a continuous basis
- Manage the overall advertising and branding strategy of the company and its 30 statewide locations
- Responsible for the creation of ads, collateral materials, year-end reports and point-of-sale materials
- Work closely with Executives, Regional Presidents and Dept Managers in order to ensure that all advertising, marketing and communication needs are being met in a timely and effective manner while within set budget
- Negotiate advertising contracts with radio stations, magazine vendors and newspaper publications
- Responsible for the placement and purchase of all print media as well as initial hire of printing company, resulting in an annual savings of approximately \$100,000
- Responsible for the Advertising and Print Media budget, a major part of the departments \$450,000 budget
- Assist in the planning and execution of two annual bank wide events for all 300+ employees, Employee Appreciation Banquet and Product Launching

EDUCATION

Bachelor of Arts in Media Arts
Tulane University; New Orleans, LA

May 2003
Graduated Cum Laude

Alpha Sigma Lambda National Honor Society Member
Minor in Marketing and Advertising

DESIGN PORTFOLIO

<https://www.inkainkadesigns.com>

SKILLS

Print Design Branding Design Project Management
Communication Adobe Creative Suite (Photoshop, Illustrator, InDesign)

COMMUNITY VOLUNTEER POSITIONS

- Richwoods HOA: Board of Directors (2024)
- Lawler MS PTA: President (2022-24) VP of Fundraising (2020-22) VP of Programs (2018-20)
- Centennial HS PTSA: President (2024-25) Treasurer (2023-24) Hospitality Chair (2021-22)
- Talley Elem PTA: President (2020-22) VP of Fundraising (2019-20) VP of Programs (2018-19)
- Wester MS PTO: Fundraising Chair (2016-19)