

LAURA AHRENS BROWN

CREATIVE DIRECTOR



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Newburgh, IN 47630



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EDUCATION

UNIVERSITY OF SOUTHERN INDIANA

M.B.A.

UNIVERSITY OF EVANSVILLE

B.S., Visual Communications

ABOUT ME

Right isn't always easy and easy is only rarely right. I believe that an effective creative leader is more than just a good designer: open communication must be paired with a strong creative vision to provide a foundation for future growth.

My background is diverse: I have extensive experience in print, digital, video and sound as both a hands-on producer and creative director. Additionally, working within a wide range of industries (including over 10 years in the financial sector) has given me an interesting perspective on a variety of consumer personas. My experience enables me to quickly assess challenges and develop creative solutions that can be successfully implemented.

EXPERTISE

TECHNICAL SKILLS

Adobe Creative Suite, Premiere Pro, After Effects, Acrobat
Microsoft Office, Teams
Apple Logic Pro X, Pages, Numbers, Keynote
Artistic and Event Photography
HTML, CSS, WordPress

OTHER SKILLS

Art direction
Creative team management (internal and external agency)
Copywriting and editing
Project management
Compliance coordination in the financial environment
Budget management
Social media management

EXPERIENCE

JELD-WEN, INC (CHARLOTTE, NC) / 2017-PRESENT

Marketing Manager, North American Building Products

Management of the branded marketing mix for the \$200+ million dollar Building Products business unit with multiple distinct branded products traveling through overlapping sales channels in a business-to-business model with a strong hands-on approach:

- Develop and execute annual advertising plan and budget including print advertising plan, digital display placements, search engine optimization and content development
- Drive building product brand messaging through to the consumer-facing corporate umbrella through cooperative initiatives in trade show and digital planning
- Plan and execute market research surrounding brand awareness and customer satisfaction
- Develop and manage execution for North American and local region promotional offers and rebate programs
- Create branded data reporting that clearly communicates the state of the business line
- Manage building product participation in national and regional trade shows including show targeting, creative property development, on site execution and event staffing coordination
- Creation of product line sales materials including sell sheets, brochures, sample kits, catalogs, videos, and product display tools
- Manage relationships with internal corporate teams as well as external relationships with creative agencies and freelance staff
- Manage customer marketing support needs, including co-op marketing planning and marketing resource support

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COMMUNITY INVOLVEMENT

BOY SCOUTS OF AMERICA

Served in multiple adult-leader roles throughout the scouting program, including founding a new Boy Scout Troop in Newburgh in 2010.

Ongoing: teach annually at the regional Merit Badge University in either Citizenship in the Nation or Computer Graphics

TOUCH INC.

Served as an Advisory Board Member and Assistant Executive Director for TOUCH INC, an Evansville-founded non-profit serving local cancer patients in need of financial support

Cooperatively planned and promoted fundraising campaigns and events

Lead marketing initiatives to increase community awareness through participation in community events

Developed and maintained organization website

Wrote organizational grant applications securing program funding

Assist with patient benefit coordination and vendor payments

EXPERIENCE, CONTINUED

CIRCLEBACK LENDING (BOCA RATON, FL) / 2016

Marketing Manager – Creative/Brand

Coordinated the brand development for a digital lending financial start-up company:

- Developed and guided the emerging company brand standards to provide consistent communications across direct mail, website and digital marketing
- Managed creative project execution with cross-functional internal teams and external creative agencies to ensure projects were delivered on-time and on-brand
- Content strategy, creative development and execution for digital marketing, direct mail and email marketing campaigns
- Developed executive presentations for company updates and investor pitches / trade shows
- Content and creative development of public loan portal and customer account dashboard
- Developed internal processes for compliance management and document retention
- Developed marketing strategy plan for white-label platform to diversify business income streams

ONEMAIN FINANCIAL (EVANSVILLE, IN) / 2006-2016 (FORMERLY SPRINGLEAF FINANCIAL / AMERICAN GENERAL FINANCIAL SERVICES)

Marketing Creative Manager

Promoted through multiple levels of the Marketing team (Design Specialist / Senior Design Specialist / Marketing Creative Manager):

- Managed and directed in-house design staff, freelance project staff and long-term contractors
- Developed trade show displays for recruiting needs, national shows and community events
- Maintained a open working relationship with other company business unit team members to establish the dialogue necessary to determine and meet their needs and goals
- Responsible for developing brand standards and consistency across marketing channels
- Developed effective and brand appropriate sales and communication materials for employee communications, in-branch customer support and business-to-business partners
- Worked with legal team to ensure that all company materials, advertising and promotions are in compliance with federal and state-specific financial industry regulations
- Worked with a cooperative team to execute multiple brand transitions across marketing materials and the in-branch experience
- Responsible for visual development and content direction of public web site, employee intranet, company incentive programs and contests

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ONGOING TRAINING

TRAINING CERTIFICATES EARNED IN MULTIPLE AREAS OF LEADERSHIP DEVELOPMENT:

Coaching and
Developing Employees

Leading Change

Fundamentals of
Strong Customer Service

Leading a
Customer-Centric Culture

Leading and Working in Teams

EXPERIENCE, CONTINUED

PEARISON, INC (CYNTHIANA, IN) / 2003-2006

Graphic Designer

Executed design of print materials along with product research and development in support of business goals and market needs.

- Design and production of annual sales catalog including concept development, photography direction and image production work
- Design and development of dynamic eCommerce web site
- Redesign of custom quote system using a multi-layered illustration system
- Development and design of event-specific and trade publication advertising as well as direct mail

LEADING RE (CHICAGO, IL) / 2000-2001 (FORMERLY RELO)

Marketing and Communications

- Assisted in planning of national and regional conferences / trade shows including project time lines, promotion, registration, budgets, theme development and promotional materials design/production
- Preparation of media kits for press conferences
- Responsible for printing budget development, working with printers/ vendors to ensure quality and pricing
- Design of collateral print materials for distribution and sale to US and international members
- Concept development and graphics production of web site content
- Editor of biweekly electronic newsletter

DIVERSIFIED HEALTHCARE (EVANSVILLE, IN) / 1997-2000

Advertising and Events Assistant

- Layout and print coordination for company publications and advertising
- Assisted with planning and on site execution of regional conferences