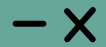


## PROFILE



- lauragreenvisual@gmail.com
- (714) 397-2234 Lauragreenvisual.com
- Bachelors of Science in Film & Video Production

## SKILLS



Microsoft Office • Adobe Suite • Sony Cameras • Canon Cameras • Google Workspace • Meta Business Suite • Meta Ads Manager • Sprout Social • Wix • Squarespace • Wordpress • Shopify • Instagram • Threads • TikTok • X • LinkedIn • YouTube • Pinterest • Discord • Notion • Basecamp • Monday • Dropbox

## EXPERIENCE

**CONTENT STRATEGIST**

*Brandtailors (2021-Present)*

- Provide overarching creative direction for social media channels, ensuring cohesive branding and messaging aligned with broader marketing objectives
- Oversee the development and execution of content strategies for multi-channel campaigns, ensuring seamless integration across platforms like social media, CTV, and POP
- Guide the production process for social video and photo content, maintaining quality standards and aligning deliverables with strategic goals
- Collaborate with cross-functional teams to deliver on-brand, timely content that meets client specifications and enhances brand consistency
- Continuously evaluate campaign performance and refine strategies through data-driven insights to improve ROI and engagement

**CREATIVE DIRECTOR**

*TW Media (2020-Present)*

- Partner with clients to develop distinctive branding and voice guidelines that ensure consistency and authenticity across all marketing channels
- Create cohesive brand designs and marketing materials, integrating client identities seamlessly into digital, print, and experiential campaigns
- Design and develop high-performing websites on platforms like WordPress, Shopify, Wix, and Squarespace, focusing on functionality and user experience
- Execute professional photography sessions to produce compelling visuals tailored to diverse industries, enhancing social media and marketing efforts
- Strategize innovative design solutions that elevate client brands and differentiate them in competitive markets

**BRANDING DIRECTOR**

*Aesthetic Media (2015-Present)*

- Build and maintain strong client relationships, fostering trust through consistent communication and long-term collaboration
- Strategize and execute creative concepts in partnership with clients and the creative team, ensuring all deliverables align with brand identity and marketing goals
- Oversee the production of branded lifestyle content and user-friendly websites, ensuring functionality and design reflect client branding
- Ensure all visual assets, including photos, videos, and graphics, maintain consistency with client branding and aesthetic guidelines
- Manage client contracts, payments, and project timelines efficiently, delivering innovative solutions on time and within budget