



# CREATIVE COMMUNICATIONS *across* PLATFORMS



## LAURA WARNE

Graphic Designer & Communications Strategist

(she/her)

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### COMMUNICATIONS COORDINATOR

Passaic County CASA | Wayne, NJ | April 2018 – Present

Responsible for the creation and implementation of a multi-pronged marketing strategy for a child welfare non-profit in Northern NJ. Strategy centers on increasing organizational familiarity in Passaic and neighboring counties, driving engagement with key stakeholders including potential volunteers and donors, and advancing community engagement and participation in initiatives including an annual school supply drive, an annual holiday gift drive, and a formal gala. Possesses fluency strategizing and executing designs for printed materials, website, social media, paid advertising, billboards, small-scale videos, and in-person and virtual events. Persuasive and effective writing and speaking skills across communications channels.

### GRAPHIC DESIGNER

ReeMat Designs | Englewood Cliffs, NJ | Feb 2017 – Oct 2020

Responsible for the design of digital and printed materials for a jewelry company, including the design of product catalogs, info sheets, sales event invitations, and promotional pieces. Oversaw inventory upgrade and website redesign on Shopify, provided ongoing product photography and inventory management assistance.

### GRAPHIC DESIGNER

Sprout Everywhere Events | Morristown, NJ | Feb 2017 – Oct 2020

Designs and illustrates food festival promotional materials and integrates them across print, email, and social media. Works with management to produce necessary signage, banners, tickets, merchandise and other printed materials. Helps brainstorm and implement creative marketing and promotional efforts.

### SOCIAL MEDIA CHANNELS



[facebook.com/passaiccountycasa](https://facebook.com/passaiccountycasa)



[instagram.com/passaiccountycasa](https://instagram.com/passaiccountycasa)



[twitter.com/passaiccasa](https://twitter.com/passaiccasa)



[tiktok.com/passaiccountycasa](https://tiktok.com/passaiccountycasa)



[linkedin.com/passaiccountycasa](https://linkedin.com/passaiccountycasa)

### EDUCATION

#### GRAPHIC DESIGN

School of Visual Arts, NY 2017

#### HISTORY

Columbia University, NY 2012

#### FINE ART and ANTHROPOLOGY

Carnegie Mellon University, PA 2005



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Experience continued

GALLERY MANAGER AND REGISTRAR

China Institute Gallery | New York, New York | 2014 - 2017

Oversaw daily operations, including exhibition and project calendar. Managed all aspects of exhibition planning and loans. Ensured that the Gallery maintained the highest museum professional standards in exhibition and art care. Developed visual graphics and print materials for exhibitions in consultation with curators, gallery director, and marketing specialists. Assisted with creative marketing strategies and initiated Gallery social media overhaul and expansion.

ASIA HALL COORDINATOR

American Museum of Natural History | New York, New York | 2012 - 2014

Project coordinator of an institutional planning phase for a new permanent exhibition on Asia. Coordinated project activities with participants through regular meetings and communication, keeping track of key deadlines and maintaining and implementing project workplan. Organized extensive international travel and meeting arrangements. Maintained project budget and expenses, supplying financial updates to project members, and following Museum and foundation financial protocol for tracking and reporting.

PROGRAM COORDINATOR

Columbia University Weatherhead East Asian Institute | New York, New York | 2007 - 2012

Responsible for the development and implementation of academic initiatives to increase awareness of East Asia across numerous constituencies. Developed and maintained relationships with faculty, students and alumni from Columbia and peer institutions, members of the diplomatic community, area professionals, donors and critical vendors, all with an eye towards developing long-term strategic partnerships. Project and event management experience included an annual photography exhibition, a contemporary art exhibition, numerous lecture series, conferences both domestic and abroad, postdoctoral fellowship competitions, website redesign, and the development of a three-city study abroad program in Asia.