

Lauren Cohen

www.LaurenCohenCreative.com

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Experience

Social Media and Creative Design Manager Farmers Insurance

September 2019 - Present

- Have management over the Farmers LinkedIn channel and @ThisIsFarmers Instagram including leading Creative Strategy, Content Creation and Management for posts and stories, Visual Storytelling, Community Management, and Results Analysis and Reporting to the business including top level executives.
- Create, design, and optimize compelling graphics, photos, and videos to highlight the Farmers talent brand & culture, and continuously refresh talent branding on all digital channels.
- Partner with key stakeholders including Marketing, Corporate Social Responsibility, Internal Communications, Legal, HR, Public Relations, and Employee Resource Group Leads.
- Organize, manage, and write internal and external communication with a focus on talent brand to build, awareness and increase engagement.

Creative Designer IV (Senior Designer) Farmers Insurance

March 2017 - September 2019

- Worked in Enterprise Marketing, on the branding team, and regularly collaborated with other business units in and out of the enterprise. Took role of creative lead for graphic design and visual materials for online, print, video, motion graphics, interactive marketing, communications, and events.
- Designed internal and external marketing collateral such as brochures, digital ads (static and motion), website visuals, internal videos, interactive presentations, fliers, infographics, informative/instructional materials, direct mail campaigns, and agent/employee conference campaigns.
- Worked as lead photographer, photographing internal and external events, agents, employee engagements, and took headshots for over 400 employees, including executives and brand ambassadors.

Visual Interactive Designer Match.com

April 2013 - March 2017

- Designed interactive ad campaigns and online marketing assets for Match Group brands including Match.com, Princeton Review, and niche market/international dating sites under People Media.
- Worked collaboratively with marketing managers, developers, in-house departments, and executives. Took part in the mentorship program and was on the Culture Committee.
- Created and developed original ideas from initial conceptualization to final product (static and animated banners, videos, background skins, CRM emails, and landing pages).
- Worked on ad placements and partnerships with Google, Facebook, Yahoo, MSN, Pandora, MLB.com, Weather.com, Astrology.com and more.

Web/Graphic Production Associate iconmobile group

September 2011 - February 2013

- Was the liaison between the development team and the design team, and primarily designed and prepared production assets for sites and custom pages for desktop, mobile and email.
- Clients & Projects: Microsoft (XBOX, Windows Phone, Microsoft Retail), T-Mobile, Huggies, Colgate, Trupanion, Kodak, LA Auto Show, BMW, Ford, Kraft, and Janssen Pharmaceuticals.

Education

Western Washington University Bellingham, WA

Bachelor of Arts, Design
Completed in 2011

Major: Design with New Media Concentration
Minor: Communication

Columbia Business School

Online

2019: Strategic Intuition

Certifications

Association of National Advertisers (ANA)

Online

- 2019: Certified ANA Marketing Professional Program
- 2019: Content Marketing Certificate Program
- 2019: Customer Insights Certificate Program
- 2020: Marketing Analytics Certificate Program
- 2020: Omnichannel Marketing Certificate Program

Google

Online

- 2019: Google Analytics Individual Qualification
- 2021: The Fundamentals of Digital Marketing

LinkedIn

Online

- 2021: Content Marketing for Social Media
- 2021: Personal Branding on Social Media
- 2021: Social Media Marketing: Strategy & Optimization
- 2021: Social Media for Leadership
- 2021: Data Visualization for Marketers
- 2021: Marketing to Generation Z
- 2021: Motion Graphics for Social Media
- 2021: Social Media Marketing Foundations
- 2021: Creating Your Personal Brand
- 2021: Strategic Thinking

Skills

Creative Direction

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Creative Strategy

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Graphic Design

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Digital Marketing

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Leadership

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Branding

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Social Media

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Magic

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Time Management

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Relationship Building

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Photography

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Emotional Intelligence

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Adobe Photoshop

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Adobe After Effects

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Adobe Illustrator

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Adobe InDesign

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