

CHLOE O'LAUGHLIN

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PROFESSIONAL SUMMARY

Highly accomplished Graphic Designer and Marketing Expert with **over a decade of experience** delivering high-impact visual solutions and **managing comprehensive design processes** from concept to completion. Proven leader skilled in **directing creative teams**, overseeing campaign identities, and **driving successful brand launches**. Adept at **marketing strategy**, budget management, and cross-departmental collaboration, consistently achieving and exceeding project goals. Passionate about leveraging creative vision and **robust project management skills** to contribute significantly to dynamic organizations.

SKILLS

- **Graphic Design Software Proficiency:** Adobe Creative Suite, Figma, Canva
- **Visual Communication:** Brand Identity Development, Layout Design, Typography, Color Theory, Print Production
- **Marketing Strategy:** Digital Marketing, Content Strategy, Campaign Management, Market Research
- **Project Management:** Workflow Optimization, Timeline Management, Cross-functional Collaboration
- **Creative Direction:** Concept Development, Art Direction, Team Leadership, Design Oversight
- **Digital Media:** Social Media Content Creation, Web Design Principles, UI/UX Concepts
- **Print Media:** Publication Design, Pre-press, Large Format Printing
- **Branding:** Brand Guidelines, Logo Design, Brand Consistency
- **Client Relations:** Stakeholder Management, Presentation Skills, Feedback Integration
- **Photography & Videography:** Photo Editing, Video Editing (basic), Visual Storytelling
- **Problem Solving:** Strategic Thinking, Adaptability, Solution-Oriented Design
- **Communication:** Interpersonal Communication, Written Communication, Presentation Development

PROFESSIONAL ACCOMPLISHMENTS

Creative Direction & Project Management

- Expertly leads design initiatives from conceptualization to final delivery, ensuring alignment with strategic objectives and fostering team success.
- Directed creative for 4 publications at Harris Publishing, overseeing the entire design process from concept to completion.
- Managed multiple concurrent projects for exhibition graphics and marketing campaigns at The Art Museum, consistently meeting deadlines and quality standards.

Visual Communication & Brand Identity Development

- Specializes in crafting compelling visual narratives and cohesive brand identities that resonate with target audiences and enhance market presence.
- Developed new branding and comprehensive marketing materials for The Art Museum, establishing a strong visual presence across various platforms.
- Created a wide array of graphics for exhibits, marketing campaigns, and brand launches at The Art Museum and C-A-L Ranch, demonstrating versatility and adaptability in visual solutions.

Marketing Strategy & Campaign Management

- Develops and executes effective marketing strategies, integrating design solutions to drive engagement, expand reach, and achieve measurable business growth.
- Implemented innovative design and content strategies for publications at The Art Museum and Idaho Falls Pride.
- Increased online followers and memberships through strategic design and content initiatives, directly impacting audience growth and engagement.
- Developed visual content for diverse marketing campaigns, including print ads, social media graphics, and in-store signage, ensuring brand consistency and market relevance.

WORK HISTORY

Communications Director | The Art Museum of Eastern Idaho, *June 2023 - April 2025*

- Created all graphics for exhibits, social media, events, education programs, and fundraisers.
- Developed, planned, and taught a monthly adult art event called Makers Night.
- Overhauled and reinvigorated the biannual Poetry Slam.
- Managed social media presence and attended community meetings.
- Participated in all radio and TV interviews for events and exhibits.
- Created and implemented marketing strategies, overseeing the marketing budget.
- Coordinated with outside organizations for marketing initiatives.
- Created, proofed, and approved all marketing materials for press.
- Designed newspaper and web advertisements.
- Sent monthly newsletters to subscribers.

Graphic Designer | Country Supplier (C-A-L Ranch), *October 2022 - June 2023*

- Led the largest program to date, overseeing full campaign identities.
- Created assets for both web and print platforms.
- Proofed, corrected, and managed multiple design projects.
- Oversaw creation hand-off to other departments, maintaining deadlines.
- Created and sent email blasts to groups of over 200,000 recipients.
- Contributed to the logo and identity creation for Country Supplier's launch.
- Collaborated closely with other departments on advertising projects.
- Designed event materials and managed special projects from concept to completion.

Creative Director & Lead Designer | Harris Publishing, *August 2018 - October 2022*

- Managed Idaho Falls Magazine and all special projects.
- Organized a heavy workload with rolling deadlines.
- Managed brand identity and redesigned three magazines: Pontoon & Deck Boat Magazine, Houseboat Magazine, and Great Lakes Boating.
- Created social media and website advertising assets.
- Utilized photo manipulation for covers and color correction.
- Designed print and web advertising for various advertisers.
- Met three critique deadlines for every issue.
- Reviewed and corrected issues, approved proofs, and managed delivery to press.
- Corrected flat plans to ensure proper billing.
- Created interactive digital issues and uploaded them to the web.

Layout Designer & Copy Editor | The Post Register, *September 2015 - July 2018*

- Managed daily story budgets.
- Coordinated all pages before and after building stages.
- Proofed and approved pages for publication and press.
- Led a team of experienced employees to ensure efficiency.
- Created excellent graphics, infographics, and illustrations.
- Continuously improved team routines, daily workflow, and overall speed.

Graphic Designer | Bremerton Symphony Association, *July 2014 - December 2014*

Graphic Designer | Freelance, *September 2013 - present*

EDUCATION

BFA in Fine Arts, Double Major: Graphic Design & Interactive Design | Northwest College of Art & Design, 2015

VOLUNTEER EXPERIENCE

Marketing Director | Idaho Falls Pride Board of Directors, *2022 - present*

- Created all logos, graphics, and marketing materials for events, fundraisers, and festivals.
- Managed and coordinated with a team to maintain social media schedules and media deadlines.
- Created the first email newsletter, preparing graphics and styles, and supervised team members to ensure brand consistency and scheduled ship dates.

Marketing Committee Chairman | The Art Museum of Eastern Idaho Board of Directors, *2022 - 2023*

- Spearheaded the first marketing strategy creation, revamping demographics and promotional directions.