

Laura Colantonio

BRAND DEVELOPMENT AND GRAPHIC DESIGN



Profile

Multi-passionate creative with experience in design, marketing, organization, and research. Able to provide employers and clients with compelling concepts and designs that best represent brand aesthetics, while continuing to produce innovative ideas. Seeking opportunities to engage in challenging projects and elevate a diverse skillset within a collaborative, creative atmosphere.

Experience

LOVE FITNESS APPAREL | AUG 2018 – PRESENT

CREATIVE DIRECTOR

- Collaborates with creative team in the development of any and all designs for marketing campaigns of both company brands: 'Love Fitness Apparel' and 'Muscles And Donuts'.
- Integral in the implementation of key programs, such as Hootsuite and Emotive, becoming vital assets for both boosting revenue and elevating company image.
- Responsible for launching tailored and focused campaign marketing content to consumers through various online channels, including social media, blog posts, SMS broadcasts, email blasts, brand websites, etc.
- Plans, coordinates, and executes campaign photoshoots for brand products.

BEACON HEALTHCARE COMMUNICATIONS | JUNE – AUG 2017

GRAPHIC ARTIST INTERN

- Recognized for high achievement in an intern project and presentation consisting of an advertisement plan for a potential drug.
- Designed a dosing card and a mobile patient website for US WorldMeds products.
- Performed editing for updated design versions of patient brochures, storyboards, patient profiles, and more.

Skills

PHOTOSHOP

LIGHTROOM

MAYA

ILLUSTRATOR

CHARACTER ANIMATOR

CANVA

INDESIGN

PREMIERE PRO

MICROSOFT SUITE

AFTER EFFECTS

PROCREATE

GOOGLE SUITE

Education

SETON HALL UNIVERSITY | 2014 – 2018

Bachelor of Science in Business Administration
Dual Majors in **Marketing** and **Interactive Multimedia Design**
Minors in **Web Design** and **Animation**
Certificate in **Market Research**
GPA 3.5; Cum Laude

STUDY ABROAD: DOING BUSINESS IN GREECE | 2015

STUDY ABROAD: DOING BUSINESS IN IRELAND | 2016

Contact

HOME

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EMAIL

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Portfolio

Check out some samples of my work and a little more about me!

laura-colantonio.com

Social

INSTAGRAM

[@lalalaura.irl](https://www.instagram.com/lalalaura.irl)

PINTEREST

[@laura_irl](https://www.pinterest.com/laura_irl)

LINKEDIN

[linkedin.com/in/lauracolantonio](https://www.linkedin.com/in/lauracolantonio)

FACEBOOK

[facebook.com/laura.colantonio.3/](https://www.facebook.com/laura.colantonio.3/)

TWITTER

[@lauracolantonio](https://twitter.com/lauracolantonio)

WORDPRESS BLOG

whenyougiveagirlacamera.com

Awards

HAWAII'S FASTEST
GROWING BUSINESSES

For 4 years in a row, Love Fitness Apparel ranked among the fastest 50 growing businesses in Hawaii.

SCNY 2017 NON MEMBER'S
EXHIBITION,
PHOTOGRAPHY & GRAPHICS

Original photograph entitled "Self-Occupying," was showcased in the Salmagundi Club on 5th Avenue in NYC. The photo was even used as the cover photo for the exhibition.