

# Lauren Matuszczak

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**education** **School of Business, Quinnipiac University, Hamden, CT, May 2011**  
BS in Advertising | Minor in Interactive Design | Deans List 2008-2011

**experience** **Freelance Graphic Designer, 2009 - Present**  
Design websites, brochures, logos, flyers, business materials for clients | create video montages for a variety of events including weddings, graduations, and birthdays | photograph for company events, materials, blogs, etc. (Clients: Alzheimer's Association, Immerse Agency, State 6 Creative Agency, Boston Center for Memory, Washashore Bakery, LacrosseBy3, Connecticut Valley Orthodontics, Distilled Spirits Council (DISCUS), Financial Partners Inc.)

## **First Fitness Management, Brighton, MA**

### *NB Fitness Club- Marketing & Social Media Manager, January 2018 - Present*

Assist the General Manager with customer service, client engagement, budget, and group x schedule | responsible for all social media outlets for NB Fitness Club (Facebook, Twitter, and Instagram) | create and implement social media campaigns & contests | assist in all marketing materials

### *Customer Service/Social Media Manager, September 2016 - December 2017*

Improve customer service experience | facilitate club growth | develop service procedures and standards | keep records of customer service actions and discussions | responsible for all social media outlets (Facebook, Twitter, and Instagram) | create and implement social media campaigns

### *Front Desk Associate/Social Media Coordinator, January 2015 - September 2016*

Assisted in current member sign in and new membership sign ups | responsible for all social media outlets, (Facebook, Twitter, and Instagram) | created and implemented social media campaigns

### *Warrior Ice Arena- Marketing & Social Media Manager, January 2018 - Present*

Responsible for all social media outlets for Warrior Ice Arena, (Facebook, Twitter, and Instagram) | create and implement social media campaigns & contests | create marketing campaigns and design all materials

## **Graphic Designer, Nova Biomedical, Waltham, MA, October 2015 - May 2016**

Designed for creative services department, including brochures, flyers, business cards, labels, signage, invitations, pamphlets etc. | photographed and edited devices for design usage

## **Communications Assistant, Alzheimer's Association, Watertown, MA, January - October 2015**

Assistant to the communications manager | designed projects including invitations, flyers, apparel, and logos | assisted in marketing analytics | filmed and photographed at company events | edited photos and video footage

## **Financial Partners Inc., Agawam, MA**

### *Graphic Designer, Financial Partners Inc, Agawam, MA, June 2013 - April 2015*

Designed an array of team/company projects including, brochures, logos, banners, college recruiting materials, business cards and flyers | office decor designer | updated company website & social media

### *Associate Web Designer & BA, June 2010 - December 2012*

Designed a new company logo, recruitment banner and brochure | tested newly released Intranet and Internet sites | created training materials | communicated project specifications to customers

## skills

Adobe Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro  
Microsoft Word, Powerpoint, Excel, Sharepoint  
Final Cut Pro, DSLR Camera, RAW  
Basic CSS and HTML  
MAC and PC Computer Systems  
Social Media: Facebook, Instagram, Twitter, LinkedIn, Snapchat, Hootsuite