

Lauren Sutter

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EDUCATION

University of Georgia

Bachelor of Arts, Advertising

Minor, General Business

Athens, GA

December 2024

Cumulative GPA: 3.40/4.00

OBJECTIVE STATEMENT

Results-driven creative professional with expertise in brand storytelling, graphic design, and social media marketing. Skilled in crafting insightful visual content and strategic omnichannel campaigns using Adobe Creative Suite and other applications. Experienced in cross-collaborative work to deliver authentic engagement and drive brand growth.

RELEVANT COURSEWORK

Brand Storytelling, Typography, Advertising and Society, Public Relations, Advanced Graphic Communications, Media Planning, Integrated Advertising Campaigns, Advertising Communications Management, Digital and Social Communication Strategy, Consumer Decision Making Economics, Accounting, Management, Finance, Marketing

CREATIVE EXPERIENCE

Sutter Roofing Company of Florida

Graphic Design Associate | Sarasota, FL

May 2023–August 2024

- Designed safety, administrative, and field personnel handbooks using Adobe InDesign to be printed for over 300 employees across the state of Florida.
- Collaborated with marketing team to design a transmedia history wall to creatively display the firm's founding and core values.

Grapevine Communications Agency

Freelance Content Creator | Remote

August 2022–September 2024

- Designed social media content, using Canva, for regional Sarasota-Bradenton area businesses that visually represent the brand and resonate with their local audiences.
- Scheduled monthly content for clients, such as Arts & Central Backyard Restaurant and Gallagher & Hagopian, for use on Instagram, Facebook, and LinkedIn profiles.
- Connected with clientele and internal management frequently to ensure successful returns for all stakeholders involved.

The Campus Agency

NARS Cosmetics College Ambassador | Remote

February 2023–December 2023

- Engaged Athens, GA in conversations about NARS Cosmetics to increase both brand awareness and attitudes of Gen Z consumers.
- Generated paid ads to showcase NARS product line(s), including product tutorials and photography, as well as short form video content, for use on personal Instagram and TikTok platforms.
- Hosted four on-campus events at the University of Georgia, each with over 30 attendees, to improve brand recognition and recall.

RoseyTimesTwo, Build and Burn Fitness App

Social Media Marketing Assistant | Sarasota, FL/Remote

May 2023–September 2023

- Produced short form video content for use across social platforms, primarily TikTok and Instagram, while utilizing local customer profiling.
- Strategized with ownership on social media best practices and brand positioning to increase impressions and optimize app downloads.