

# Laura Branham

(480) 800-0015 | laurambranham@gmail.com | Chandler, AZ | [Data Portfolio](#) | [Design Portfolio](#) | [LinkedIn](#)

## DATA ANALYST | GRAPHIC DESIGNER | WEB DEVELOPER

Bi-lingual (Spanish) Senior Graphic Designer with extensive experience in data analytics, web development, customer service and project management, across diverse marketing environments, including 10 years of delivering highly successful and innovative digital media projects. Skilled in leveraging technical expertise in IT and design to enhance data-driven decisions to expand user engagement and increase business revenue.

### PROFESSIONAL SKILLS & CORE COMPETENCIES

Data Mining, Data Cleaning, Data Warehousing, Relational Databases, Complex Data Sets, Data Visualization, Tableau, Power BI, Dashboards, ETL (Extract, Translate, Load), Excel, PowerPoint, Spreadsheets, VLookups, Pivot Tables, Key Performance Indicators (KPI) Tracking, SQL, Python, HTML, CSS, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Brand Curation, Content Design, WordPress, Elementor, Shopify, Web Accessibility Standards, High/Low Fidelity Wireframes, Excellent Written and Verbal Communication, Strong Attention-to-Detail, Strategic Planning, Problem-Solving, Cross-Team Collaborator.

### PROFESSIONAL EXPERIENCE

#### Gulf Coast Magazine

Sarasota, FL (remote)

Creative Director

03/2024 - Present

- To spearhead the design and execution of innovative magazine layouts, ads, and digital content, significantly enhancing the visual appeal and reader engagement for both print and online publications.
- Will lead a creative team in producing relevant social media posts, driving increased interaction and followership across multiple platforms, and elevating the magazine's digital presence.

#### Freelance – All in the Design

Chandler, AZ

Graphic Designer & Web Developer

05/2013 – 12/2023

- Utilized market research to gain insights into target audience preferences, industry trends, and brand performance, facilitating the creation of impactful designs that enhanced engagement and strengthened brand identity.
- Conducted in-depth discovery sessions with clients, establishing a clear understanding of their brand and marketing goals, which guided the custom design of effective and aesthetically appealing solutions.

#### Branding Respect

Siesta Key, FL (remote)

Senior Graphic Designer / Web Developer

07/2020 – 12/2020

- Designed projects utilizing data-insights after strategic backend analysis of marketing channels and consistent team communication, which increased user engagement by over 15%.
- Managed and developed over 100 diverse media projects, from inception to completion, including websites, social media graphics, logos, and brand identity creation using modern design principles, compelling typography, and cohesive style guides.
- Ensured a high level of standard with 100% accuracy and a seamless client experience by having strong attention-to-detail, carefully curating demographic personas, and strictly adhering to deadlines throughout the project lifecycle.

#### Northwest Pipe

Adelanto, CA

Maintenance Clerk

06/2017 – 05/2018

- Created monthly budget analysis of department expenses which helped save 5% within the first year.
- Implemented tracking system for department repair ticket system to establish production, repair and status reports which resulted in 100% ISO-Standard compliance certification and directly increased yearly revenue by 12%.

### EDUCATION / CERTIFICATIONS

Bachelor of Arts, Visual Communication - **Collins College** (Summa cum laude - GPA 3.8)

Data Analytics Certificate Course, **Break Into Tech**

SQL: Querying and Managing Data, **Khan Academy**

Tableau Creator, **Tableau**