



# LAUREN FOURCADE

• Graphic Designer & Video Editor •

## CONTACT

 (405) 534-9273

 lauren.fourcade@gmail.com

 [laurenfourcade.com](http://laurenfourcade.com)

 Oklahoma City

## EDUCATION

**University of Oklahoma | Bachelor of Arts in Journalism & Mass Communication**

Major: Creative Media Production

Minor: Film and Media Studies

GPA: 3.97/4.00

## SKILLS

- Adobe Creative Cloud
  - Highly proficient in Adobe Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, and Lightroom
- Microsoft Word and Excel
- Wordpress
- Webflow
- Hootsuite
- Mailchimp
- Videography
- Photography
- Project Management
- Copywriting
- Digital Marketing Strategy

## STRENGTHS

- Team collaboration
- Creative problem-solving
- Time management
- Self-sufficiency
- Adaptability

## REFERENCES

*Available upon request*

## PORTFOLIO

[Laurenfourcade.com](http://Laurenfourcade.com)

## RELEVANT EXPERIENCE

**Oklahoma Tourism & Recreation Department | Oklahoma City, OK**

Graphic Designer & Video Editor | December 2022 - May 2023

- Provided creative services for all agency brands, including Oklahoma State Parks, TravelOK, Discover Oklahoma, and Oklahoma Today magazine
- Designed a wide range of print and digital materials, including web pages, logos, apparel, infographics, social graphics, print ads, digital ads, and email newsletters
- Made graphic updates to a wide range of print travel brochures
- Edited videos and created motion graphics for social media, broadcast commercials, and internal agency updates
- Ensured that all creative materials produced by each of the agency's divisions adhered to their unique brand standards
- Collaborated with cross-functional teams, including web developers, content writers, print vendors, and an external marketing agency, in order to ensure success of creative projects

**Saxum | Oklahoma City, OK**

Graduate Fellow - Design | August 2021 - December 2022

- Shot and edited videos and created designs for local and national clients on a tight timeline
- Ensured assets were tailored to each clients' brand standards
- Provided prompt edits to existing design and video projects
- Utilized a working knowledge of digital and print formats to customize projects to their unique distribution goals
- Collaborated with the creative team and project managers to carry out high-quality projects from start to finish while remaining within budget and deadlines

**Oklahoma Visual Arts Coalition | Oklahoma City, OK**

Media and Programs Assistant | January 2019 - December 2022

- Created designs for OVAC's resource guides, annual report, event signage, and social media posts
- Produced, shot, and edited various promotional and educational videos about art and artists in Oklahoma
- Designed and maintained three websites
- Tracked web traffic and trends through Google Analytics and created synthesized reports with Google Data Studio
- Constructed social media and communications strategies in order to ramp up followers, engagement, and membership

## RELEVANT ACHIEVEMENTS

**Oklahoma NextGen Under 30, Arts Category**

2020 Awardee

For work done with Oklahoma Visual Arts Coalition

**First Place, Commercial/PSA Category**

2021 BEA Festival of Media Arts

For creating the animated video *Too Young to Wed*