

LAURA GASKE

Strategic Graphic Designer and Marketer

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[VIEW MY PORTFOLIO](#)



WHAT YOU ACTUALLY WANT TO KNOW...

Resumes are loaded up with achievements, but they don't tell you who you actually get. This is what working with me feels like:

- **You're going to feel some relief.** If there is one thing I have in spades it's reliability. If I say I'll do it, you won't have to worry about it.
- **You'll feel like things look different.** I don't do things "because we've always done them that way." We have to do things the way they need to be done to get the results we want to see. I'll help us do that.
- **You'll no longer feel tension with marketing or clients!** Coming from a marketing background before I dove into design, I understand the unique struggles of the marketing team, this allows me to find solutions that work for all team and empathize with their challenges.
- **You'll experience the dichotomy of a designer who loves data and organization.** I have top notch project management skills and a love for data and reporting. I can help our team dive into the work we do and quantify it, building a case around resources and work load management.
- **You'll probably want to do happy hours together.** I'm authentic and honest 100% of the time. I don't hold back and that will allow for us to really know each other and embrace each other as teammates!

THE GOOD STUFF

NATIONAL ASSOCIATION OF MANUFACTURERS (NAM)

Graphic Designer | August 2021 – Current

- Provides concept development and art direction for large-scale events, as well as event brand evolution for other events within the organization.
- Develops in hundreds of branded assets that drive attendance, enhance the NAM brand, and create an immersive experience for attendees. In 2022, completed 358+ projects for the organization.
- Designs online and offline marketing materials for both internal and external audiences, including style guides, brochures, print ads, social media graphics, creative toolkits, presentations, and more.
- Ensures in-house and external creative resources are on message, on target and consistent with defined brand strategies.

RETAIL INDUSTRY LEADERS ASSOCIATION (RILA)

Marketing Director & Designer | July 2019 – August 2021

- Conceptualizes and designs conference campaigns based on strategic analysis of audience, competition, and unique selling points to enhance differentiation of products.
- Designs and manages production of conference campaign assets to ensure brand cohesion across assets.
- Creates and executes marketing plans based on audience trends, history, and competitive landscape to ensure USPs and KPIs are met.
- Copywrites, executes, and produces 100+ assets per event.
- Develops responsive email marketing strategy and copy writing, with A/B design testing to adjust creative based on audience preferences.

ASAE: THE CENTER FOR ASSOCIATION LEADERSHIP

Senior Marketing Manager | October 2012 – July 2019

- Oversaw direct reports in the day-to-day process, strategy, and implementation of marketing plans for products, services, and initiatives.
- Created and executed the ASAE Annual Meeting campaign in 2016 and 2018 with some of the best attendance and revenue on record to date and surpassed registration revenue goal by more than \$500K.
- Wrote and managed creative briefs to guide design team through concepting, and wrote copywrote for all designed pieces in campaign, resulting in design awards, such as Excel's Best in Show and Gold awards.
- Created marketing plans, creative briefs, timelines, and recommendations based on historical research of past event/product purchases, buying trends, competitive landscape, budget restraints, and media to reach target audience.
- Launched new products and services, and analyzed and advised on organizational task forces on loyalty programs, organizational membership, and talent and career management

I'VE LEARNED SOME THINGS

AIGA

Shine AIGA DC Mentorship
Class of 2017

NVCC

Graphic Design Student
2015–2017

GENERAL ASSEMBLY

Visual Design
Class of 2016

UNIVERSITY OF KANSAS

Bachelor of Science in Journalism
and Mass Communications
Graduated 2006

THE SIDE HUSTLE

SAAC

Concept and campaign design of 2018
Convention & Expo
Awards Program Banners
Mentoring Program Campaign
Luncheons & Events Graphics

COX

Donation Flyer

LOVERLY

Logo Design

MAGNOLIA EVENTS

Logo Design and Business Cards

COTTON AND LIME

Logo and Brand Style Guide
Social Media Images

ON THE FLY TAPSTERS

Logo and Brand Style Guide
Social Media Images
Website design and development
Copywriting

SMPS

2022 Annual Conference Postcard
2022 Annual Conference Banner
SMPS Branded Pop-up Banner

MORE GOOD STUFF

ASAE CONTINUED

Marketing Manager I October 2012 – July 2014

- Created and implemented marketing plan for the 2014 ASAE Annual Meeting & Exposition resulting in the highest attendance of association executives for the event since 2007—beat own record in 2018 with an additional attendance revenue of over \$500K.
- Met with clients to assess their needs, future fiscal year goals, and reported on campaign ROI for products and services.
- Worked with design team to create fresh, innovative, and creative pieces for campaigns including copy writing to enhance messaging.

IRRIGATION ASSOCIATION

Senior Marketing Manager I October 2014 – April 2015

- Managed and mentored design, production, and marketing team.
- Designed collateral materials to support annual trade show marketing and introduced a more strategic approach to event branding.
- Created annual trade show marketing campaign and executed marketing tactics for increased attendance

THOMPSON MEDIA GROUP

Product and Brand Manager I July 2012 – October 2012

- Managed and executed marketing plans for direct mail, email marketing, and telemarketing for financial, legal, and mortgage institution publications.
- Copy wrote for all online, print, and telemarketing scripts.
- List builder for marketing based on past purchase history, top titles, cross sells, and applicability to function.
- Team leader on Eloqua and Marketo transitions and led staff process training.

Online Marketing Manager I November 2010 – July 2012

- Brought in to revive failing product line of webinars and publications, within first month increased ROI and exceeded monthly sales goals, in second month sales results doubled.
- Deployed marketing automation campaigns for more than 60 emails/month to maximize effectiveness and streamline communications.
- Compiled quantitative data on email trends by target audience to create more innovative ways to combine and sell products to customers for a higher cart spend.

URBAN PACE

Marketing Manager I June 2009 – November 2010

THE PERFORMANCE INSTITUTE

(Purchased by Thompson Media Group)

Marketing Manager I January 2008 – January 2009

THE BOMSTEIN AGENCY

Assistant Account Executive I May 2007 – August 2007

SYNAPSE COMMUNICATIONS

Assistant Media Buyer I October 2006 – May 2007