



# LAURA JORALEMON

## CONTACT



laura.joralemon@live.com



laurajoralemon.com



908.581.1630

## EDUCATION

### **Bachelor of Arts in English**

Elon University  
2003-2007

### **Associate of Applied Science in Interior Design**

New York School of Interior  
Design  
2008-2010

### **Professional Certificate in Graphic Design**

Fashion Institute of Technology  
2012-2013

## SKILLS

*Adobe Creative Suite*  
Photoshop, Illustrator, & InDesign

AutoCAD

*Microsoft Office Suite*  
Word, Excel, & PowerPoint

Facebook, Twitter, Instagram,  
Pinterest, LinkedIn, Google+

WordPress, Tumblr, Blogger

## PROFILE

Detail-oriented designer with a passion for visual arts, words, and interiors. Experienced in developing dynamic brand identities. Proven success in creating and implementing compelling social media campaigns.

## EXPERIENCE

### **Social Media Manager**

Pocono Modern | June 2014 - Present

Instrumental in rebranding the identity of a lifestyle company while growing and managing all social media outlets to drive revenue and awareness.

- Developed and marketed a refreshed brand identity
- Created, launched, and maintained a new e-commerce website to reflect rebranding
- Conceptualize, art direct, and implement product photography and related marketing collateral
- Provide compelling, platform-specific content for all social media accounts
- Grew Instagram following from less than 70 followers to over 1.3k within first eight months
- Regularly engage current and potential customers through customized direct contact
- Collaborate with the Director of Communications to anticipate trends and events and coordinate marketing plans accordingly

### **Marketing Coordinator**

Willow St. | October 2012 - Present

Developing and marketing the voice of the Willow St. brand, an upscale clothing boutique, through playful, lively copy and dynamic visuals to enhance brand presence and drive sales.

- Building, maintaining, and growing social media accounts to market the brand and provide an inspirational fashion styling tool for our customers resulting in increased sales
- Regularly create the copy and art for congenial and compelling email blasts for product, brand, and event promotion
- Conceptualize and develop branding, supplying taglines, logos, and fonts
- Collaborate with the Creative Director to build and execute marketing opportunities
- Author the blog, St. Styles, with posts on brands, trends, events, and lifestyle features to provide a behind-the-scenes look at Willow St.
- Provide the copy for our quarterly newsletter on seasonal trends and how to's for publishing and mailings
- Planning and executing events on and off-site as well as creating cross-promotional opportunities with local businesses



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## EXPERTISE

Graphic Design

Branding

Vision & Strategy

Audience Engagement

Social Media Marketing

Email Marketing

Customer Relationship  
Management

Blogging

Copywriting

Copy Editing

Art Direction

Photography

Interior Design

Layout & Space Planning

Hand Drafting & Sketching

Color Theory

## EXPERIENCE, CONTINUED

### Supervisor

Platypus, Inc. | January 2012 - October 2012

Facilitated a custom home furnishings company in all aspects of preparing to open their newest location from a raw space to a fully operational retail store. Promoted to management team within the first six months to assist with overseeing daily store operations.

- Managed a team of six employees
- Merchandised inventory to create distinctive room settings with weekly updates as new product shipments arrive
- Provided customers with design direction and assisted with furniture, color, finish, and fabric selections
- Created, ordered, and received custom furniture orders
- Prepared, directed, and processed product shipments and transfers

### Visual Merchandising Assistant

J.Crew | October 2008 - January 2012

Collaborated with the Merchandising Manager on the visual merchandising of the store windows and retail space of a clothing company to highlight product focus and enhance customers' shopping experience.

- Created, executed, and maintained interior visual displays and mannequin styling per company visual standards
- Initiated visual and merchandising changes on the selling floor post-mark down in order to increase store profitability
- Collaborated with personal shoppers and the management team to anticipate customer shopping needs and customize the store accordingly

### Interior Design Assistant

Neela Woodard Design | September 2010 - January 2011

Assisted the principle of a boutique interior design firm on residential projects from conception to completion.

### Interior Design Intern

Matthew Patrick Smyth, Inc. | May 2010 - September 2010

Interned with a prominent interior design firm on high-end residential interiors, assisting the designer with multiple client projects.