



LAUREN ACAMPORA

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PROFESSIONAL EXPERIENCE

Penguin Random House, *Designer, Creative Marketing Services*

September 2016 – July 2017

- Designs print advertising, promotional materials such as bookmarks, postcards, and samplers, and digital assets including book trailers, static and animated ads, and email creative
- Prepares book cover mechanicals for galleys and advanced reader copies, designing spines and back covers
- Supports marketing and publicity departments in executing special design projects and custom presentations

HarperCollins Publishers, *Design Associate, Advertising & Promotions*

August 2015 – September 2016

- Designed all promotional materials required by Dey Street Books, Harper Perennial, and Harper Paperbacks, including print and digital ads, e-cards, social media imagery, sell-sheets, postcards, bookmarks, stickers, tote bags and other various tchotchkes
- Issued purchase orders, worked with print vendors to oversee the print production process, and coded and processed invoices

Ralph Lauren, *Project Management Coordinator, Advertising*

June 2014 – July 2015

- Managed the schedule for production and release of all Ralph Lauren Collection, Polo Womens, Chaps, and Ralph Lauren Home advertising project materials, maintaining detailed status reports for each project
- Routed pre-press layouts and secured any appropriate approvals, coordinated color proofing process with post-production vendors, and cataloged financial estimates for all projects

Duke University, *Undergraduate Teaching Assistant*

August – December 2013

- Assisted in the instruction of undergraduate Information Science & Studies course “Web-Based Multimedia Communication,” providing supplemental materials for lectures and discussions on a range of topics, including HTML, CSS, JavaScript, animated GIFs, photo and video production, and user experience design
- Contributed to the grading and feedback of all student projects

EDUCATION & HONORS

VCU Brandcenter

Richmond, VA | 2017 – Present
MS in Branding, Art Direction

Parsons School of Design

New York, NY | December 2015
Certificate, Graphic and Digital Design

Duke University

Durham, NC | May 2014
BA, Art History; Minor, Photography
Certificate, Markets & Management
Studies

- Summa Cum Laude
- Phi Beta Kappa
- Graduated with Highest Distinction

SKILLS

HTML5, CSS3

Wordpress

Adobe Creative Suite

- Photoshop
- InDesign
- Illustrator
- After Effects

INTERESTS

Digital Photography

Medium Format Film Photography

Hand Lettering

Silkscreen Printmaking

Letterpress Printing