

LAUREN LYNN

Marketing & Communications Professional | Brand Strategy · Integrated Campaigns · Digital Content

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SUMMARY

Marketing and creative professional with 15+ years of experience across brand strategy, integrated campaigns, digital communications, and project management. I lead projects from strategy and planning through creative development, production, launch, and evaluation, turning complex needs into clear, effective communications.

EXPERIENCE

Tucson Jewish Community Center | Senior Graphic Designer & Project Manager | 2024-2026

- Led creative development and project management for integrated marketing initiatives across digital, print, advertising, and environmental channels.
- Partnered with leaders and program teams to understand goals, audiences, and communication needs, then developed marketing and creative solutions to support them.
- Developed multi-channel membership campaigns that supported over 120 new member units across two seasonal promotions.
- Led a major website overhaul, coordinating content, structure, user experience, and implementation; organic search accounted for more than 4,500 of approximately 6,400 site views from January through June 2026.
- Created content and assets for fundraising, membership, events, annual impact reports, video, podcast, and email campaigns, using performance data to evaluate engagement and inform future creative decisions.

United Way Chattahoochee Valley | Marketing & Comms Manager/Director | 2015-2017, 2019-2024

- Led marketing and communications strategy across email, social media, web, print, media relations, and integrated campaigns supporting fundraising and community initiatives.
- Worked with leadership and program teams to turn complex initiatives into clear, audience-focused campaigns and communications.
- Led a major website overhaul and managed ongoing digital strategy, content, user experience, and accessibility.
- Developed multi-channel storytelling through writing, interviews, photography, video, and digital content, including producing and hosting 30+ podcast episodes.
- Developed campaigns for initiatives including 211, housing and homelessness, education, workforce development, and fundraising while managing media relations and securing coverage and interviews to expand awareness.

Panorama | Lifestyle Enrichment Assistant | 2018-2019

Coordinated resident programs and communications while developing marketing materials and improving digital registration processes.

Minuteman Press | Graphic Designer & Prepress | 2018

Managed client projects from concept through print production, balancing creative solutions, technical requirements, deadlines, and client needs.

TSYS | Card Shop Graphic Designer | 2015

Developed production-ready designs and documentation for a large-scale credit card conversion project, maintaining accuracy, consistency, and compliance throughout.

CORE SKILLS

Marketing & Communications: Integrated Campaigns · Marketing Strategy · Content Strategy · Email Marketing · Media Relations · Storytelling · Audience Engagement

Brand & Creative: Brand Strategy · Brand Management · Creative Direction · Visual Identity · Editorial Design · Content Development

Digital & Content: Website Strategy · WordPress · CMS Management · UX · Analytics · Podcast Production · Video Content · Social Media

Project Leadership: Creative Project Management · Cross-Departmental Collaboration · Stakeholder Management · Campaign Planning · Production Management · Vendor Management

Tools: Adobe Creative Suite, Microsoft Office Suite, Figma, WordPress, Canva, Project Management Platforms