



LAURA BRADY  
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[www.BradlyDesigns.com](http://www.BradlyDesigns.com)

## EMPLOYMENT

- '04-'09 Broadway Across America - Boston** Boston, MA  
Graphic Design & Marketing Associate
- Design and develop a variety of marketing and promotional materials including brochures, flyers, direct mail (print and electronic), logos, t-shirts, web banners, educational pieces and newspaper/magazine advertisements
  - Production of large format displays including billboards, taxicabs, bus wraps, transit posters, banners and marquees
  - Construct emails, web sites, landing pages, graphics and video conversion/editing for web publication
  - Use of creativity and commercial awareness in marketing campaigns from conception through final design
  - Modify existing/creation of new advertisements using direction/critique from Marketing Director, management personnel and press agents for touring Broadway shows
  - Maintaining company identity and integrity while ensuring proper use of brand and sponsorship logos
  - Track and submit all advertisements according to deadline and color processes
  - Coordinate and negotiate cost effective solutions and foster trade relationships with commercial graphic vendors
  - Provided graphic support for multiple cities and all local departments
  - Maintain current software including updates, utilities and purchasing of new programs while maintaining and organizing electronic and print archives
- '03-'04 The Irish Emigrant** South Boston, MA  
Graphic Design Manager
- Design of in-house 2-4 color process print materials including but not limited to newspaper advertisements, promotional publications, forms, and price sheets
  - Layout and design of Boston and New York weekly tabloid style newspaper
  - Maintain relationship with advertising clients and ensured customer satisfaction
  - Collaboration with co-workers on new editorial features, concepts and development
  - Strategically planned with Management on production improvements and marketing campaigns
  - Maintained Integrity standards of The Irish Emigrant Logo and styles
  - FTP downloads of weekly features and advertising agency materials
  - Web Site development, color optimization, and editing of high resolution photos and scans
  - Interview and training of prospective employees
  - Implement Internship Program with Eastern Nazarene College
  - Film stripping, pre-press production preparation and film development



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**'00-'03**      **SouthBostonOnline**      South Boston, MA  
Graphic Designer

- Design of newspaper and web advertisements, logo creation for news features, promotional materials for mass mailings, circulation flyers, contracts and forms
- Layout and preparation of weekly tabloid format newspaper including pre-press preparation, collection and submission to commercial printer
- Update web site with cross marketing features, local events, and news articles
- Scan, color adjust and digitally enhance photographs for print and web use
- Track clients advertising schedules, updates & accounts
- Quote advertisement rates, specifications, deadline information and create promotional packages for businesses

#### EDUCATION

**'07**      North Shore Community College      Beverly, MA  
Web Design Non-Credit Courses

**'98-'00**      University of Maine      Machias, ME  
Studies in Interdisciplinary of Fine Arts, Presidential Scholar

**'95-'97**      Newbury College      Brookline, MA  
Associates in Graphic Design, Presidential Scholar

#### SOFTWARE

Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat, Flash, and Bridge), Microsoft Office Software (Excel, Word, Powerpoint, Outlook, and Entourage)  
Experience with Macintosh and PC Platforms

Knowledge of HTML, CSS, Go Live, Pagemaker, Quark Xpress, Freehand, Imageready, Acrobat Distiller, Corel Draw, Corel Paint, Corel Capture, Quicktime, Collect Pro, Flight Check, FTP programs, and FrontPage.