



LAUREN MCMILLAN

CREATIVE + DIGITAL MARKETING

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I strive to create beautiful, and conceptual design to illuminate the best parts of any brand. My daily inspirations are a little bit of wanderlust and a whole lot of coffee. Feel free to get in touch with me if you share my love for design, or if you'd like to learn more about my background.

SKILLS:

- Adobe Suite Proficient
- Print & Digital Design
- Web Design
- Campaign Conception
- Email Marketing
- Content Creation
- Art Direction
- Photography
- Brand Development
- Social Media Strategy
- Event Planning & Marketing
- Illustration skills
- Working knowledge of HTML/CSS

References available upon request

ART DIRECTOR | ANDERSON MARKETING GROUP

JULY 2023 — CURRENT

Craft compelling visual design and successful marketing campaigns across a variety of industries, including higher education, hospitality, and college sports. I aim to translate client objectives into innovative and impactful design solutions that drive engagement and results.

CREATIVE BRAND MANAGER | TORCHY'S TACOS

NOVEMBER 2020 — JULY 2023

Develop and execute design and brand strategies that amplify the Torchy's brand to promote growth and expansion, support brand positioning with creative development, define the brand voice, execute promotional calendar planning, assist with social strategy and content production and support PR needs across multiple channels.

MARKETING & DESIGN MANAGER | BRAIN STORM SHELTER LLC.

FEBRUARY 2015 — NOVEMBER 2020

Design all creative assets for Twisted Root Burger Co., Truck Yard, Quincy's Chicken Shack, By the Horns Brewing, including menus, wall wraps, various store decor, branding, print and web design. Manage social strategy & content create for multiple restaurant brands with a collective following of +100,000. Curate and execute various events and marketing campaigns. Maintain brand reputation through customer review response & social media interaction.

INTERN TO FREELANCE GRAPHIC DESIGNER | SPACECRAFT

AUGUST 2014 — FEBRUARY 2015

Create websites on the Spacecraft platform for various clients looking to grow their business. I also assisted in designing art assets utilized in customer surveys.

EDUCATION:

Texas State University, San Marcos, Texas

BFA in Communication Design

Graduation Date: May 2014