

LAUREN KOBRAK

WWW.LAURENSACHI.COM

laurenkobrak@gmail.com

714.616.4786

Newport Beach, CA

CREATIVE LEAD

Xponential Fitness | Dec 2020 - Present | Irvine, CA

- Lead creative direction and develop marketing campaigns for brand launch of Julianne Hough's fitness brand, KINRGY.
- Develop 360 campaign assets, paid and organic social content, and provide active support to cross-functional teams for the AKT and KINRGY fitness brands.
- Lead creative delivery of promotional and marketing assets to 26 franchises and their teams, increasing email open rate to 44% on average and ensuring consistent brand messaging and awareness across franchise social platforms and national channels.
- Liaise with vendors to streamline production processes and ensure on-brand quality and direction.
- In charge of strategic development and website redesign leading to a 20% increase in time on-site and total website sessions.
- Conceptualize, organize, and direct photo and video shoots as well as post-shoot editing and asset management.
- Execute product retail design from development to end product.
- Collaborate with multiple roles to drive Sales alignments.

CREATIVE COORDINATOR

Dekra-Lite Industries | Apr 2019 - July 2020 | Santa Ana, CA

- Collaborate with client and internal Sales and Art teams to build cohesive and personalized large-scale holiday decor programs from development to completed display.
- Responsible for project management and direction of Art team, ensuring priorities and design concepts are executed on schedule and with quality.
- In charge of organizing, creating, and pitching presentations to clients and distributors, successfully partnering with our sales team to secure new business and nurture long-lasting partnerships.

GRAPHIC DESIGNER

Club Pilates Franchise LLC. | Jan 2018 - Apr 2019 | Irvine, CA

- Lead designer and social manager for launch of streaming app, Club Pilates On Demand, with brand identity, marketing assets, and email communication.
- Create on-brand collateral including print advertisements, fliers, posters, banners, trifolds, postcards, email templates, PowerPoints, website and in-app imagery, and social media images.
- Assist with planning and execution of company wide commercials.

CREATIVE DESIGN & COPYWRITING INTERN

The Walt Disney Company | Aug 2017 - Jan 2018 | Burbank, CA

- Produce print and digital communications for the Global Security team.
- Conceptualize and design materials such as newsletters, fliers, posters, and marketing materials for corporate events.
- Refine communication copy for recurring publications.
- Participate in planning meetings with team and business partners.

I am a well-rounded and passionate Designer and creative strategic thinker with 7 years of professional experience in the industry. Detail-oriented and adaptable, I thrive on challenges to create visual communications that push the boundaries of my creativity and are effective and remain true to purpose. My passion for design, combined with my technical expertise, allow me to deliver solutions that exceed client expectations in both content and timeliness. In addition to my design skills, I have excellent verbal communication and presentation skills and can successfully manage diverse projects from start to finish.

NORTHERN ARIZONA UNIVERSITY

MAY 2017 | FLAGSTAFF, AZ

BFA Visual Communication

Graphic Design + Studio Art Minor

SKILLS

ADOBE CREATIVE SUITE EXPERT

Illustrator | InDesign | Photoshop

AfterEffects | Lightroom | Dreamweaver

FIGMA

BASIC HTML

COLOR THEORY

MS OFFICE / G-SUITE

ART DIRECTION

WIX

HUBSPOT

SQUARESPACE