



# LAURA P. LANE

www.lauraplane.com • lplane@rogers.com • 519.852.1770

## Core Skills

Team building  
Leadership  
Reorganization  
Project Management  
Order Processing  
Strong work ethic  
Integrity  
Problem solving  
VIP Relations  
Organization  
Multi-tasking  
Creative  
Performance appraisal  
Initiative  
Workflow Planning/  
Prioritization  
Staffing  
Union Relations  
Advertising  
Customer Service  
Confidential  
Correspondence  
Electronic Media  
Client Communication  
Team management  
Time management  
Training & Development

## Profile

- Recognized as a highly reliable professional leader managing, assisting, motivating and inspiring a creative team of 17 designers to produce top-quality work, who works well independently as well as collaborates in a team environment with great interpersonal skills
- An exceptional organizer with great multi-tasking abilities that have proven successful in a high demand, deadline oriented advertising and media environment
- A versatile and creative thinker that excels with new and challenging experiences
- Member of the developer team that was one of two winning game applications at the Windows 8 Hackathon

## Management / Leadership Skills

- Managed and scheduled hours for a department of 17, over 2 shifts in a fast paced media environment generating excellent relationships through objectively listening to individuals, investigating and fairly resolving situations to ensure staff and company satisfaction
- Worked directly with the Director of Operations to create a yearly budget for the graphics department
- Successfully developed the number one on-line ad designing team within the company chain through effective training on limited funds and efficient utilization of individual strengths
- Conducted and attended presentation meetings analyzing projects creating an exchange of information and communication throughout the company
- Effectively managed and organized the production schedule, negotiating with department heads, prioritizing assignments to meet multiple daily deadlines within multiple departments ensuring a smooth and efficient workflow
- Responsible for using a Project Management program (Xpance) to track more than 3000 ads monthly, an average of 20 monthly special print jobs, 1 weekly and 1 daily major publication
- Reduced design and layout errors through investigation both inter and intra departmentally reducing write-offs and repeat occurrences
- Created and managed Excel databases on both Mac and PC platforms for work flow, staff hours and month end reports
- Excelled at training staff on new computer skills, programs and systems through patients and encouragement



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## Computer Skills

Mac  
Windows  
Microsoft Word  
Microsoft Excel  
Microsoft Outlook  
Filemaker Pro  
Xpance  
Adobe Acrobat  
Stuffit  
Fetch  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Dreamweaver  
Adobe Flash  
Quark Xpress  
HTML 5  
CSS 3  
Javascript  
C#  
Java  
Visual Studio  
Sublime  
Firefox  
Netscape  
Safari  
Microsoft Messenger  
Skype  
Twitter

## Organizational / Administration Skills

- Specialized in high demand A accounts establishing excellent rapport
- Minimized impact to various departments of new ad order system, through investigating and understanding the impact on total process
- Re-organized Ad Production Department creating a work flow program matching skills to project requirements ensuring customer and company expectations were met while effectively meeting daily deadlines
- Archived advertisements and client accounts creating a one year hard copy library that was successfully used for research throughout the company.

## Design / Graphic Skills

- Photograph Product material, Fashion and Special Events
- Design and develop websites in HTML, CSS, Flash and Wordpress
- Designed pleasing visual flow for brochures, special sections, magazines and campaigns, establishing an excellent rapport with first time and repeat customers
- Created concept for Home Seller magazine, sold idea to sales team and London Home Builders Association, concept continues to run today, and has branched out into the Autonet section
- Increased all major Real estate accounts from small black and white advertisements to full page full colour ads through self initiated redesign

## Career History

**Creative Director:** Current - Ask Alice Show (Talk Radio) - New York, USA

**Designer & Photographer:** Current - GraphiXlane - London, ON

**Ad Production Supervisor:** 2003 - 2009 London Free Press - London, ON

**Graphic Designer:** 1988 - 2003 London Free Press - London, ON

## Education

triOS College: Web Technology Specialist - 2012

Fanshawe College: Advertising Art - Reproduction - 1984 - 1988

Continuous upgrading of computer skills on both Mac and PC platforms

## Voluntary Work

Security guard and greeter at the Canadian games team building

Personal Assistant for various actors at Pop culture conventions

Intern at John Labatt Center Marketing department

Design and layout work for Youth Aids community and All City Choir

References on request