Lauren Chou Handy

Creative professional with experience in graphic design, digital marketing, and customer service. Skilled in boosting brand visibility, creating engaging content, and driving growth. Known for strong communication, problem-solving, and collaboration.

(336) 339.8827
Email
LinkedIn
Portfolio Website

EXPERIENCE

Digby Eye Associates, High Point, NC —*Social Media & Content Manager*

AUGUST 2024 - PRESENT

Strategized and managed social media accounts, creating visually appealing content and campaigns to enhance audience engagement and strengthen brand presence.

SparkPoint Creative, Burlington, NC —*Digital Designer*

JUNE 2024 - PRESENT

Collaborated on diverse marketing campaigns, delivering high-quality materials that boosted brand awareness and supported sales initiatives across various industries.

Black Duck Outdoors, Burlington, NC —*Brand Designer and Digital Marketing Specialist*

JULY 2023 - PRESENT

Developed a new brand identity and established a social media presence, resulting in increased product visibility and improved customer engagement.

Christ UM Church, Greensboro, NC — *Freelance Creative Consultant*

DECEMBER 2023

Provided design services that aligned with client goals, enhancing messaging and delivering engaging visuals tailored to specific projects.

Chou & Chou DDS, Greensboro, NC —*Administrative Assistant*

SUMMER 2016-2017

Assisted with front desk operations, including organization of patient records, provided excellent customer service to patients and supported the office staff with day-to-day tasks.

EDUCATION

CareerFoundry, *UI Design Program Certificate*

JANUARY 2023 - JANUARY 2024

Immersed in an intensive project-based training program with a focus on "Intro to UI Design", "UI Immersion", and "Frontend Development for Designers".

Wesleyan Christian Academy, *High School Diploma*

AUGUST 2014 - MAY 2018

SKILLS

- Collaboration
- Communication
- Problem-Solving
- Project Management
- Time Management
- Adaptable to new technology
- Writing, editing and design skills
- Multitasking
- Social Media Management
- Web Design
- UI/UX Design
- HTML/CSS Basics
- JavaScript Basics

TOOLS

- Figma
- Procreate
- Github
- Visual Studio Code
- Canva
- Microsoft Office