

laura licari

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I'm a recent college graduate with a degree in journalism, an emphasis in advertising and an affection for creative work. I'm all about informative and aesthetic ads. And publications. And Web sites.

WORK EXPERIENCE

Plans Book Designer, *Bourne Creative*, Reynolds School of Journalism (January 2009-April 2009)

- Collaborated with over 30 advertising, public relations and marketing students to develop and produce an integrated marketing communications campaign for The Century Council, a nonprofit organization, as a part of the American Advertising Association's annual National Student Advertising Competition.
- Designed the visual style and paginated plans book.
- Developed and maintained dynamic keynote presentation with consistent visual style.

Design Editor, *The Artemisia*, Reno, Nev. (November 2006 - April 2008)

- Designed and paginated a 32-page full color magazine targeted at college students.
- Worked with photographers to plan and produce double trucks.
- Responsible for photo editing and proper prepress procedure.

Layout Intern, *The Nevada Appeal*, Carson City, Nev. (May 2007- November 2007)

- Paginated broadsheet pages for the daily newspaper and tabloid pages for Today publication.
- Selected and edited for length wire stories for U.S. and World sections.
- Designed photo illustrations using Photoshop and stock photography.

HONORS

- NSAC Special Judges Award for Creative Risk (2009)
- Associated Collegiate Press Design of the Year Finalist (2008)
- Reynolds School of Journalism Dean's List (2007-2008)
- Advertising Association of Northern Nevada Scholarship (2008-2009)
- Gold Medalist at Nevada Skills USA for Web Design (2005)

ABILITIES

Print design

- InDesign
- Photoshop
- Quark
- Pagemaker

Web design

- HTML/CSS
- Dreamweaver
- Notepad
- FTP

MS Office

- Word
- PowerPoint
- Excel
- Outlook

Video editing

- FinalCut Pro
- Premiere Pro

Mac OS X

- Keynote
- Exposé

Audio editing

- Amadeus Pro
- Audacity

EDUCATION

Reynolds School of Journalism at the University of Nevada, Reno

- Bachelor of Arts with distinction (May 2009)
- Emphasis in advertising
- Political Science minor

RELEVANT COURSEWORK

- Journalism 433 IMC Competition
- Journalism 433 Advanced Advertising
- Journalism 432 Copywriting
- Journalism 303 Media Graphics
- Journalism 300 Visual Communication
- Art 245 Digital Media

ACTIVITIES

- Knitting hats for less than enthused family and friends.
- Enjoying the outdoors with copious amounts of SPF 85 sunscreen.

Visit www.lauralicari.com for a portfolio of copywriting and print design.