

Lauren McCune

714-864-1061 | Irvine, CA | LaurenSMcCune@gmail.com | Portfolio: www.teachtaire.design

Graphic Designer focused on creating cohesive marketing content across social, digital, and print platforms. Experienced in Adobe Creative Suite and Figma with a strong eye for branding, layout, and consistency. Background in social media and communications informs thoughtful, audience-focused design.

Experience

Merage Jewish Community Center – Irvine, CA

Graphic Design & Social Media Specialist | Oct 2023 – Present

- Designed marketing assets, including social media content, email campaigns, digital ads, and print materials, ensuring brand consistency
- Developed and executed content strategies across Instagram and Facebook, doubling follower growth and increasing engagement within one year
- Created digital and print materials (event flyers, banners, etc.) using Adobe Creative Suite, supporting organization-wide marketing initiatives
- Collaborated with cross-functional teams, including marketing and programming, to produce cohesive visual content aligned with campaign goals
- Planned and executed photoshoots and edited content to maintain consistent visual standards
- Analyzed social media performance and trends to inform design decisions and optimize content effectiveness
- Managed multiple projects simultaneously in a fast-paced environment, ensuring deadlines and priorities were met

Christian Educators – Placentia, CA

Member Service & Event Coordinator | Apr 2022 – Aug 2023

- Designed marketing and branded materials (annual reports, participant booklets, & promotional collateral) and saved \$7,000 by bringing design work in-house
- Developed print and digital assets aligned with brand identity, ensuring consistency across campaigns and external communications
- Collaborated with vendors to produce branded merchandise, managing design specs and production timelines
- Managed editorial calendar and ensured the timely delivery of content across marketing channels
- Maintained website content and event calendars, supporting marketing initiatives and user engagement
- Coordinated logistics and distribution for 25+ events, ensuring timely delivery of marketing materials
- Streamlined internal processes, including improvements to grant selection workflows, increasing organizational efficiency

New American Funding – Tustin, CA

Jumbo Shipper | May 2021 – Feb 2022 & Collateral Reviewer | Sept 2020 – May 2021

- Managed post-closing workflows within the Collateral Review department, ensuring accuracy and timely delivery of loan packages to financial institutions
- Coordinated high-volume document assembly and shipping, maintaining organization and efficiency in a deadline-driven environment

Pasadena International House of Prayer – Pasadena, CA

Freelance Graphic Designer | Apr 2019 – Mar 2021

- Designed a variety of marketing and branded materials, including web banners, social media graphics, posters, and print collateral
- Developed visual assets aligned with brand guidelines, ensuring consistency across digital and print platforms
- Collaborated with creative leadership to execute design concepts and deliver production-ready files on deadline
- Managed multiple projects simultaneously in a fast-paced environment, balancing priorities and timelines

loanDepot – Foothill Ranch, CA

Public Relations Specialist | Jul 2017 – May 2018

- Created digital content, including press releases, blog posts, and marketing materials, to support brand messaging
- Secured media placements in national publications such as HousingWire and Inman, increasing brand visibility and reach
- Developed and pitched story ideas for new products and partnerships, contributing to strategic communications initiatives
- Monitored media coverage and maintained the company's press room, ensuring accurate and up-to-date brand representation

Education

Fullerton College

A.A. Advertising and Graphic Design

Dean's List recipient | Graduated with Honors

California State University, Northridge

B.A. Journalism, Public Relations | Minor in Urban Studies and Planning

Dean's List recipient | Sheila Gold Foundation Scholarship recipient

Skills

Design Tools: Adobe Creative Suite (Photoshop, Lightroom, InDesign, Illustrator), Figma

Design & Marketing: Branding, Social Media Design, Digital & Print Design, Email Marketing

Other Tools: Canva, Mailchimp, Neon CRM, Basecamp

Certifications: Google UX/UI Certificate (In Progress)