

# ALaura GAGE

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## EDUCATION

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### Hillsdale College

Hillsdale, Michigan

**Majors:** Fine Arts *Magna Cum Laude*

**Awards:** Departmental Honors in Fine Arts, Youtube Play Button (100,000 subscribers).

### Indiana University Indianapolis

Indianapolis, Indiana

**Majors:** MS in Human-Computer Interaction

## PROFESSIONAL EXPERIENCE

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### NavPoint Real Estate Group + Dormie Capital Partners

Castle Rock, Colorado

*Marketing Coordinator*

*December 2023 – Present*

- Lead end-to-end design of digital and print experiences, aligning user needs, brand strategy, and business objectives across multiple properties and campaigns growing impressions from 91,000 to 247,000 in just one year.
- Managed a team of 3 designers, driving creative direction and ensuring consistency across all customer-facing touchpoints
- Partnered with brokers and leadership to translate complex real estate offerings into clear, user-friendly marketing experiences
- Developed new web pages and improved user experience to increase website engagement
- Managed multiple concurrent projects, balancing timelines, stakeholder needs, and quality in a fast-paced environment

### Michigan News Source

Lansing, Michigan

*Social Media Manager*

*July 2022 – September 2023*

- Designed and optimized digital content across platforms, increasing Facebook reach by 143,000 users and Twitter impressions from 4,000 to 92,000 per month
- Iterated on content strategy using performance data and audience insights to improve engagement and visibility
- Produced visual assets and messaging that strengthened brand consistency across all channels
- Captured and edited photo/video content for live events, delivering timely, high-quality media in fast-paced environments

### Hillsdale College Marketing

Hillsdale, Michigan

*Assistant Videographer*

*September 2019 – May 2022*

- Supported production of branded video content for campus-wide initiatives, enhancing audience engagement and storytelling
- Collaborated across departments to plan, capture, and deliver content aligned with institutional marketing goals
- Managed multiple projects simultaneously in a deadline-driven environment

## PROJECTS

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### Google

Lansing, Michigan

*UX Design Professional Certificate*

*August 2022 – February 2023*

- Developed 3 end-to-end design solutions to consumer pain points by drafting work, testing on real users, and tweaking designs until there was finished product.
- Studied and applied principles of design and ethical design practices. Participated in discussion groups and critiques of classmates' work.
- Gained experience using industry-standard tools like Adobe XD and Figma

## ADDITIONAL INFORMATION

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**Activities:** UX Design, Graphic Design, Videography, Photography, Set Design, Print, Wireframing, Prototyping.

**Skills:** Adobe Suite, Figma, Google Suite, Microsoft Office Suite, Social Media, Slack, Monday.com

**Interests:** Art History, Pop Art, Film Photography, Classic Literature, Jazz, Fashion, Western films, Mexican Cuisine