

ALaura GAGE

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EDUCATION

Hillsdale College

Hillsdale, Michigan

Majors: Fine Arts *Magna Cum Laude*

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

PROFESSIONAL EXPERIENCE

NavPoint Real Estate Group + Dormie Capital Partners

Castle Rock, Colorado

Marketing Coordinator

December 2023 – Present

- Developed and executed comprehensive marketing strategies to promote commercial properties across multiple platforms (social media, email, mailers) to drive lead generation and engagement.
- Managed a team of 3 designers while coordinating closely with 7 different brokers to align marketing strategies while facilitating seamless communication and maximizing property exposure.
- Maintained and updated property listings on various platforms and websites to ensure accuracy and visibility.
- Collaborated with a team of analysts to present accurate information to investors and clients.

Michigan News Source

Lansing, Michigan

Social Media Manager

July 2022 – September 2023

- Developed and maintained a consistent brand voice across all social media platforms by designing graphics and visual content for social media, presentations, and other collateral materials.
- Covered live events across Michigan monthly, capturing high-quality images and video for social media.
- Boosted Facebook page reach to 143,000 more Facebook users and increased Twitter impressions from 4,000 a month to 92,000.

Hillsdale College Marketing

Hillsdale, Michigan

Assistant Videographer

September 2019 – May 2022

- Brainstormed and created content for the Hillsdale College Youtube and other departments campuswide, improving the quality of video and engagement to 310,000 subscribers.
- Collaborated with a team to capture footage on location, design sets, and edit videos that followed brand guidelines.
- Carefully observed video analytics to improve reach and impact of content.

PROJECTS

Google

Lansing, Michigan

Course in UX Design

August 2022 – February 2023

- Constructed 3 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.

Jarrold Guy Randolph

Miami, Florida

Freelance Graphic Design

May 2022 – June 2022

- Worked closely with Jarrold Guy Randolph, a real estate agent and life coach, to create a brand for his name by creating a logo, business cards, and other collateral materials.
- Created moodboards to understand Jarrold's vision, objectives, and target audience, ensuring that all designs effectively communicated his brand message and resonated with his desired clientele.

ADDITIONAL INFORMATION

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

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

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