Laine Secrest

**Graphic Designer, Marketing Specialist, Events Programmer**

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Professional Summary

Creative professional with extensive experience in graphic design, arts education, and event coordination. Proven ability to lead teams, manage projects, and deliver high-quality designs across print and digital mediums.

With a strong attention to detail, organizational skills, and expertise in design tools, I am committed to delivering visually engaging, innovative solutions across all projects.

Willing to relocate to: California

Authorized to work in the US for any employer

Work Experience

**Recreation Programmer - Events & Marketing**

City of Avondale-Avondale, AZ

July 2023 to Present

• Directed logistics for 16 annual events, including venue & vendor procurement, coordination, and onsite management.

• Communicated with hundreds of exhibitors, local schools, districts, and government agencies, and vendors across the entertainment and community outreach industries to integrate services and activities.

• Streamlined registration processes using CivicREC and ActiveNET software to improve organizational efficiency and user experience.

• Developed and implemented marketing campaigns for 16 annual events, 4 sports leagues, dozens of classes, monthly newsletters, NRPA Parks & Rec Month Campaigns, and more.

• Drove engagement by the following metrics: Facebook user base by 4k users, Instagram user base by 2k users, and doubling MailChimp subscriptions overall.

• Crafted detailed event schedules and timelines for employees, vendors, and safety groups to to guarantee timely task completion and seamless integration of services.

• Increased participation in post-event evaluations by 50%- leading to increased data for performance improvements.

• Designed comprehensive traffic plans and floor plans, optimizing traffic flow, line management, stage management, seating arrangements, and accessibility.

• Managed budgets, monitored expenses, and delivered high-quality 5-star events within financial constraints.

• Supervised onsite operations to ensure flawless execution of all planned activities.

• Responded quickly and collaborated cross-functionally with local authorities and operations to resolve any on-site emergencies.

**Recreation Assistant - Marketing Emphasis**

City of Avondale, AZ-Avondale, AZ

June 2022 to July 2023

• Utilized Canva Premium to design promotional materials, including flyers, banners, and decorations, to drive awareness, recognition, and attendance for events and classes.

• Created engaging social media posts to promote activities & event, enhancing community engagement and participation.

• Managed schedules and deadlines using Microsoft Office tools to ensure efficient communication and task completion.

• Delivered exceptional customer service by enrolling clients in programs and addressing inquiries both in-person and online.

• Assisted in developing, planning, and executing dozens of events and programs tailored to community interests.

• Oversaw event logistics, registration management, equipment setup, and coordination of event-day activities.

• Operated as a team lead and trained new staff on processes for facilitating recreational activities and utilizing marketing tools effectively.

• Collaborated with cross-departmental teams to resolve facility-related concerns and improve overall service delivery

**Recreation Assistant - Class Instructor**

City of Avondale, AZ-Avondale, AZ

June 2022 to July 2023

• Designed curriculum, presentations, activities for three levels of “Painting Acrylics for Beginners”

• Guided youth and teens in mastering the fundamentals of 2D design, providing personalized feedback and support to enhance their artistic growth.

• Created a welcoming and inclusive classroom environment that encouraged self-expression and creative exploration.

• Fostered confidence in students by encouraging experimentation and embracing artistic risks. • Adapted lesson plans to accommodate diverse learning style ensuring equitable access to art education.

• Integrated discussions on art history and cultural contexts to deepen students’ appreciation for various artistic traditions.

• Maintained effective classroom management strategies to promote focus, collaboration, and a positive learning experience.

**Graphic Designer**

Paperclip Publishing-Arizona

January 2021 to June 2021

• Designed book covers, promotional materials, merchandise concepts, visually compelling logos, social media graphics, responsive web interfaces, and internal communications for a diverse range of clients.

• Managed project timelines, met deadlines, and communicated effectively with publishers and clients. • Created high-quality digital and print designs using Adobe Creative Suite

• Collaborated with authors, developers, and photographers while incorporating client feedback to refine and improve designs and deliver solutions.

• Presented design concepts and rationale in client meetings, securing approval and fostering strong relationships.

• Maintained an organized archive of projects for portfolio updates and client reference.

**Painting Instructor**

Painting with a Twist-Tempe, AZ

August 2020 to January 2021

• Taught painting techniques to children, adults, and hobbyists, fostering a fun, confidence-building, and creative environment.

• Educated in casual setting on color theory and design principles, encouraging foundational artistic skills.

• Conducted engaging "paint and sip" classes, blending entertainment with accessible art instruction for adult participants.

• Adapted teaching methods to suit varying skill levels and provided personalized guidance to ensure an inclusive and enjoyable learning experience for all attendees.

**Lead Graphic Designer**

Institute for Human Development-Flagstaff, AZ

May 2017 to December 2019

• Directed a team of designers to develop visual solutions for print and digital projects using Adobe Creative Suite.

• Established and implemented department branding guidelines, codifying visual identity across all platforms and use-cases.

• Designed and delivered high-quality deliverables, including brochures, newsletter and social media campaigns, and website graphics.

• Mentored junior designers on software proficiency, design principles, and presentation strategies.

• Developed and optimized workflows and file management for multiple ongoing projects, increasing team productivity.

• Managed multiple projects simultaneously, meeting tight deadlines and staying within budget constraints.

• Acted as a client representative and conducted design reviews, providing constructive feedback to maintain quality and foster team growth.

• Collaborated with clients and affiliated organizations to ensure deliverables exceed client expectations.

• Developed prototypes, wireframes, mockups and presentation decks to visualize concepts and gather stakeholder feedback.

• Partnered with copywriters and external vendors to ensure cohesive and effective content delivery and accessibility.

• Managed and re-designed a responsive and engaging website for client, AIVRTTAC, optimizing for usability and performance.

• Produced infographics to translate complex data into visually engaging and easily understood formats.

**Director of Illustrations**

The Lumberjack - Northern Arizona University Student Publication-Flagstaff, AZ August 2016 to May 2017

• Founded division and led a team of 10 artists, overseeing assignments and ensuring completion of project requirements.

• Acted as the primary liaison between authors and illustrators, facilitating clear communication and collaboration.

• Assessed team members’ strengths and delegated tasks based on skill sets to maximize efficiency. • Conducted team meetings to discuss project progress, address challenges, and set expectations. • Collaborated with journalists to generate engaging and visually appealing illustrative content. • Managed assignment communications, including emails, deadline reminders, and progress check-ins.

• Created additional content as needed to meet tight deadlines, handling unexpected assignment changes.

**Junior Graphic Designer**

Institute for Human Development-Flagstaff, AZ

May 2016 to May 2017

• Designed flyers, promotional materials, print products, and other visual assets. • Developed interactive learning experiences using Adobe Captivate,

• Edited promotional videos and created animations to complement larger multimedia projects. • Maintained and updated the organization’s website, ensuring functionality and visual appeal. • Produced illustrations and graphics for integration into diverse projects, adhering to brand guidelines.

• Gained proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) through hands-on application.

• Participated in team meetings to understand workflows, project briefs, and design objectives.

**Comics Editor**

The Lumberjack - Northern Arizona University Student Publication-Flagstaff, AZ September 2015 to August 2016

• Managed a team of 5 artists, overseeing the creation and completion of weekly comic strips. • Created a personal weekly comic, contributing to the publication’s visual content and readership. • Compiled, optimized, and edited comic placements ensuring cohesive layout and design. • Grew department into the larger illustrations department that has persisted since 2016

Education

**Bachelor's degree in Visual Communications**

Northern Arizona University - Flagstaff, AZ

August 2014 to May 2019

Skills

• Adobe Creative Suite

• Digital Art

• Art Instruction

• Adobe Illustrator

• Adobe Premiere

• Clip Studio Paint

• KRITA

• PaintTool SAI

• Adobe Photoshop

• Graphic Design

• Illustration

• Branding

• Web Design

• CSS

• Responsive Web Design

• User Experience (UX)

• User Interface (UI)

• Adobe Dreamweaver

• Adobe InDesign

• Typography

Links

https://lainesecrest.com