

# lauren rushalski

GRAPHIC DESIGNER SPECIALIZING IN BRAND, MARKETING & EVENT EXPERIENCES

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## technical skills & tools

Adobe Creative Suite (InDesign, Illustrator, Photoshop) • CorelDRAW • Wrike • HubSpot • SharePoint • Canva • Brand Identity • Campaign Development • Marketing Collateral • Event Branding • Tradeshow Design • Environmental Graphics • Presentation Design • Creative Strategy • Vendor Coordination • Project Management

## professional experience

### DIALIGHT | MARKETING & GRAPHIC DESIGN ASSOCIATE

NOV. 2024 • PRESENT — HYBRID • FARMINGDALE, NJ

- Developed and executed integrated marketing campaigns and supporting collateral across product launches, website content, sales enablement, product literature, and tradeshow initiatives including large-scale booth environments, signage, and event graphics while maintaining global brand consistency.
- Developed branding systems, environmental graphics, and visual assets for the 2025 National Sales Meeting in Fort Worth, TX and 2026 National Sales Meeting in Phoenix, AZ.
- Assumed expanded marketing ownership during a period of team transition, supporting campaign planning, content prioritization, and continuity across marketing initiatives.
- Led implementation of Wrike project management workflows to improve team communication, project visibility, and creative operations.
- Concepted and launched Sales Drop, an annual internal marketing initiative delivering promotional merchandise and materials to support sales team readiness.
- Designed and launched the company intranet in SharePoint to modernize internal communications and improve accessibility across global offices.
- Managed and mentored a marketing intern by assigning projects, providing creative direction, and supporting day-to-day development and execution.

### WHITE STREET MEDIA | GRAPHIC DESIGNER

NOV. 2018 • NOV. 2023 — HYBRID • RED BANK, NJ

- Designed integrated print and digital marketing campaigns for real estate and corporate clients including postcards, brochures, branding suites, social media, email marketing, and event collateral.
- Produced creative featured across retail, events, open houses, email marketing, and digital channels including Facebook, Instagram, and YouTube.
- Maintained and evolved brand standards for Advisors Mortgage Group and partner real estate companies to ensure consistency across marketing touchpoints.
- Won the annual Day at the Races event logo competition three consecutive years, developing branded creative used across promotional and event materials.

### W & E BAUM | GRAPHIC DESIGNER

JUL. 2016 • NOV. 2018 — FREEHOLD, NJ

- Designed environmental graphics and developed layouts for donor recognition walls, plaques, and wayfinding systems for healthcare and education organizations including the American Heart Association, Alameda Health System Foundation, Oakwood Foundation, and Georgia Gwinnett College.
- Represented the company in competitive project bids, contributing to four out of five project wins through concept development and presentation quality.

## education

MOUNT IDA COLLEGE, SCHOOL OF DESIGN – NEWTON, MA

B.S. in Graphic Design & Marketing, 2015