



Karsyn Laufenberg

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experience.

October 2021 – present

Memphis, TN

Graphic Designer | Sylvamo - The World's Paper Company

- Developed a new global company's brand by creating all visual assets across print and digital platforms, ensuring a cohesive and impactful identity. Materials include brochures, flyers, banners, swag, social media graphics, presentations, advertisements, email campaigns, website, brand principles, video and photography.
- Collaborate with cross-functional teams to transform concepts into effective visuals that align with business goals and customer needs across six countries.
- Maintain and enforce brand consistency by serving as a subject-matter expert on company brand guidelines, providing branding support and consultation to internal teams and external partners.
- Implemented new tools, such as ContactMonkey and Bynder, to streamline email marketing and digital asset management for a 6,500+ employee organization.
- Conceptualize and design sponsorship strategies to enhance brand recognition through community engagement.

January 2017 – present

Memphis, TN

Freelance creative | KAR. creative

- Design and deliver innovative digital assets for clients, enhancing their online presence and brand identity.
- Utilize design software, such as the Adobe Creative Suite, Squarespace and Wix platforms, to create client deliverables for brand development, web design, photography and videography.
- Conduct consultations with clients to define project vision, scopes of work, budgets and timelines.

May 2021 – August 2021

Black Mountain, NC

Director of Photography and Videography | Camp Rockmont for Boys

- Managed a team of five photographers, overseeing the creation of the camp's visual identity on social media and the website that showcased the company's values through the summer camp season.
- Implemented an efficient workflow that delivered over 150,000 high-quality photos for clients through the platform Waldo Photos.
- Collaborated with the Marketing Director to manage the company CRM system (HubSpot), enhancing customer relationships and streamlining marketing processes.

February 2021 – May 2021

Memphis, TN

Graphic Design and Marketing Intern | Indomitable Families Affected by Incarceration

- Provided creative services encompassing graphic design, social media marketing, website design, and branding initiatives.
- Executed social media marketing strategies that increased the organization's visibility in the Memphis community by 15%.

June 2019 – September 2019

Memphis, TN

Corporate Communications Intern | First Horizon National Corporation

- Drafted compelling external and internal communication materials, including press releases, social media posts, and employee newsletters, tailored to target audiences encompassing employees, customers, media, and community partners.
- Crafted comprehensive communication plans to successfully launch key company initiatives, such as the introduction of Zelle, social media community guidelines, and dedicated sections of the Crisis Communications Plan.

education.

May 2021

Memphis, TN

Bachelor of Arts in creative mass media with a minor in marketing and graphic design

University of Memphis | Summa Cum Laude graduate

- Study Abroad, Liverpool Hope University | Liverpool, England | Fall semester 2019

skills.

- Adobe Creative Suite
- UX/UI Design
- HTML/CSS
- Email Marketing
- Publication Design
- Videography and Photography
- Social Media Marketing
- Branding and Identity
- Advertising
- Presentation Design