


LAYLA LYNN

DESIGNER & MARKETING STRATEGIST

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EXPERIENCE

COGO LABS | CREATIVE SERVICES DESIGNER

CAMBRIDGE, MA | APRIL 2014 – JUNE 2015

- Spearheaded responsive email initiative, developing a mobile-first fluid responsive framework
- Reduced complaint rates by 25% and improved click-through rates by 20-30% through optimization testing
- Devised and optimized user-centric engagement strategies for both clients and internal projects
- Developed an individualized user-centric marketing strategy that continually evolves with machine learning
- Collaborated with designers, analysts, and engineers to design new sending and content strategies using both qualitative and quantitative analysis
- Pioneered re-engagement strategy, resulting in preliminary 2x lift in open rate

LAYLA LYNN DESIGN | FREELANCE DESIGNER

CAMBRIDGE, MA | JUNE 2012 – SEPT 2014

- Collaborated with clients to design branding, print collaterals, and websites that fit both their needs and budgets
- Defined company message and ideals with clients in order to create appropriate brand identity

RAFFA P.C. | MULTIMEDIA MARKETING ASSOCIATE

WASHINGTON, DC | JULY 2012 – AUGUST 2013

- Coordinated and exercised quality control and assessment of both email campaigns and email delivery
- Developed internal marketing campaign which surpassed initial fundraising goal to raise over \$25,000
- Designed branding and collateral print materials for affiliate, company, and client marketing efforts
- Launched, contributed to, and managed both internal and external social media campaigns

TRANSPORTATION SECURITY ADMINISTRATION

GRAPHICS INTERN | ARLINGTON, VA | JUNE – AUGUST 2011

EDUCATION

TUFTS UNIVERSITY | BACHELOR OF ARTS | MEDFORD, MA

SKILLS

MASTERY

E-Marketing
Email Design
Coding for Email
Fluid Responsive Email
Qualitative Analytics
A/B & Multi-leg Testing
Marketing Strategy
Content Customization
User Profiling & Targeting
Conceptual Design Skills
Email Best Practices
CAN-SPAM
Research
Spanish (Fluent)

PROFICIENCY

Project Management
Quantitative Analytics
Corporate Branding
Email Deliverability
Social Media & Strategy
Website Design
Print Production
Video Production

FAMILIARITY

Content Management Systems
E-Marketing Legal Compliance
App Design
Constant Contact
SharePoint
Wordpress

TECHNICAL

Photoshop | Illustrator
InDesign | Dreamweaver
Premiere Pro | HTML/CSS
jQuery | MySQL | Git