

ELTHERINGTON DESIGN	Laura Eltherington 805.886.1218
Santa Barbara Books LLC Design & Brand Consultant 2020 to present	<p>Current work includes:</p> <p>Logo Design & Brand Identity</p> <p>Design and develop logos, brand style guides, and asset management</p> <p>Lead the creation of brand guidelines, templates, and related collateral.</p> <p>Brand Strategy & Creative Direction</p> <p>Lead brand refresh initiatives, defining visual identity and setting creative direction.</p> <p>Provide ongoing design and creative support for brand and growth marketing channels (both organic and paid)</p> <p>Website Design & Development</p> <p>Expertise in building websites including ECommerce (Shopify), WordPress, GoDaddy, Wix, and other platforms.</p> <p>Search Engine Optimization (SEO)</p> <p>Implement SEO strategies to optimize website content, improve rankings, and drive organic traffic. Experience with keyword research, on-page optimization, link building, and performance tracking. Utilize SEO tools (e.g., Google Analytics, SEMrush, UberSuggest) to analyze site performance and refine SEO tactics.</p> <p>Social Media Content Strategy & Creation</p> <p>Develop content for Facebook, Instagram, YouTube, and TikTok (posts, reels, and ads). Create engaging blog content using Chat GPT and manage Pinterest marketing strategies. Proficient in Adobe Creative Suite, with a focus on AI design for social media.</p> <p>Print & Digital Collateral</p> <p>Design print materials, including flyers, fact sheets, white papers, ads, and sales leave-behinds</p> <p>Create digital banners, ads, and multi-channel campaigns to support marketing efforts.</p> <p>Event Branding</p> <p>Develop design systems and support sustainable event branding executions, including printed collateral</p> <p>Creative Project Management</p> <p>Oversee and manage external creative contractors and agencies.</p> <p>Spearhead culture and recruitment branding initiatives through videos, web pages, office decor, and branded swag.</p>

LOGMEIN	<ul style="list-style-type: none">Develop brand best practices, style guides, logo management, print and digital brand templates for all global collateralOversee multiple product and feature launches to ensure that all initiatives and key deliverables are on time, on budget, on strategy and meet business partner expectationsLead the design and editorial team as Creative Producer and Scrum Master, building job request processes to assess the work required, integrate into design briefs and ensure stakeholder’s needs are metIntegrate design/editorial requests from Google sheets to Trello boards for internal sprint planning, then to Asana for major initiatives. Create and manage Global Asset Management Platform, updating it with all current brand assets, launch, campaign and product-branded photography and design collateralWork closely with global design teams to deliver a brand system tying products together in matching templated materialHost weekly creative briefings and creative reviews of works in progress, successfully leading executives and stakeholders through drafting process and documenting changes and edits. Ensure that creative produced corresponds to the themes and strategy that are briefed in during monthly marketing meetingsQuickly assess workflows, shift and change where necessary to meet all deadlines
---------	--

CITRIX, GETGO	<ul style="list-style-type: none">Create guidelines and best practices collateral to help implement global company integration to company name and legal requirementsCreate new print and digital template collateral system for better digital clarity covering and aligning all products with a strong brand clarityBuild and oversee Global Asset Management System to provide creative assets and branded collateral for global company accessEffectively communicate and present solutions to user problems across the organization, as well as to large groups of end userResponsible for training design and editorial staff and facilitating new technology introduction where appropriate to continue to increase team productivity and throughput
---------------	---

CITRIX	<ul style="list-style-type: none">Conceptualize and develop visual assets for Citrix Go To product brands. This includes digital channels; web, social media, apps, banners, emails as well as print ads, event booths, infographics, white papers, fact sheets, etcBuild mood boards to visually explore digital experiences and contentWork with Creative Director in developing and maintaining the look and feel of the brand; as well as establishing style guides and internal documentationInitiate collaboration with merchandisers, copywriters, and e-commerce specialists in the production of consistent and captivating brand messagesIdentify new opportunities to elevate our brand in the both the digital space, staying up to date on best practices in social media and UXWork closely with both post-production and web production teams to ensure quality resultsDrive consistency in design treatments across campaigns using objective thinking to align with brand principals and standards
--------	---

SKILLS	<p>Owner, Santa Barbara Books, LLC</p> <p>Santa Barbara Books</p> <p>Owner, Designer:</p> <p>Country Proud USA Metal Art</p> <p>Santa Barbara Books, Merch & More Etsy</p> <p>Country Proud USA Etsy</p> <ul style="list-style-type: none">Adobe Creative Suite including 2025 AI content creationECommerce and Wordpress Web DesignerEComm Marketing Tools Specialist, Content writer and editorWrote and published Mystery Romance novel, <i>Mayhem at the Mission</i>,Second novel, <i>Secrets in the Surf</i>, due out 2026Scrum Master Certified
--------	--