

LARA SPURGEON

ART DIRECTOR | MANAGER

CONTACT

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Location: Portland, OR

Phone: (971) 708 3334

EDUCATION

University of Oregon

Bachelor of Arts June 2022

Advertising major | Art minor

Summa Cum Laude | GPA 4.03

HONORS

- AAF Most Promising Multicultural Students Awardee 2022
- Phyllis Van Kimmell Bell Leadership Award recipient 2022 for outstanding leadership beyond academic achievement 2022
- Willis Winter Award for outstanding scholastic and professional service in the field of advertising 2022
- Best female speaker in NSAC regionals competition 2022
- Selected as the School of Journalism and Communication's 2022 Commencement speaker

CREDENTIALS

- Adobe Suite
- Microsoft Suite
- iWork
- Google Suite
- Brand Advertising
- Team Management
- Creative Problem Solving

EXPERIENCE

Executive Art Director

University of Oregon | National Student Advertising Competition (NSAC) | 2020-22

- Worked collaboratively with a team of over 25 people and project managed a team of six.
- Compiled status reports, allocated job assignments, and lead weekly meetings.
- Art directed campaign "Play Out. Play In." taking lead on the plansbook, deck, and presentation.
- Was one out of four speakers for the team, winning best female speaker at the regional level.
- Placed top eight in the American Advertising Federation's (AAF) NSAC representing the University of Oregon's Upstream Advertising team for client Meta Quest.

Internal Lead

University of Oregon | Multicultural Center (MCC) | 2021-22

- Managed a team of ten with weekly meetings, job allocations, and team bonding.
- Communicated with staff to improve support needs and better streamline workflows.
- Documented and organized office needs, student needs, staff training, and onboarding.
- Scheduled, prepared for, took notes, made agendas, and allocated duties for staff meetings.
- Performed receptionist duties and hosted events to create a safe space for students of color.
- Planned multiple monthly events by coordinating with internal University contacts and external Eugene businesses.

Social Media Strategist

Translation LLC | Multicultural Advertising Internship Program (MAIP) Fellow | 2021

- Implemented engaging ways to reach younger audiences on Beats by Dre social media.
- Researched and compiled best practices for accessible design.
- Developed mock-ups for Beats by Dre social media posts.
- Designed eye-catching graphics for 2022 Beats social media strategy refresh deck.
- Researched best designs for and executed tech packs, Instagram posts, clothing mock-ups, email flyers, and posters for Stashed SF's website and social media.

Marketing Coordinator

University of Oregon | Coalition Against Environmental Racism (CAER) | 2020-21

- Strategized and executed brand image and social media rebrand.
- Scheduled, lead, and promoted bi-weekly community meetings about environmental topics.
- Planned a virtual conference with over 150 attendees about Environmental Racism by Design.

Teacher Assistant

University of Oregon | First-Year Experience Program | 2019-22

- Taught three classes for first-year students on topics including linguistics, sociology, women's and gender studies, foreign language, and art.
- Graded papers, set up Canvas websites, gave feedback, and file-managed classroom documents.
- Made syllabi, lesson planned, lead discussions, and organized class bonding experiences.
- Served as a peer mentor to first-year students and new teacher assistants both emotionally and academically through one-on-one meetings, emailing, in-person activities, and personalized care.

Environmental Justice Advocate

Beyond Toxics | Rise As Leaders | 2021

- Completed a 6-week leader course about Environmental Justice.
- Gained vital leadership skills to help support fellow BIPOC in future workplaces.