

Laura Pellini

Marketing Professional, Artist, and Designer

Laura.pellini@hotmail.com | (321) 333 1905 | [linkedin.com/in/laura-pellini](https://www.linkedin.com/in/laura-pellini) | <https://laurapellini.com>

WORK EXPERIENCE

Florida State University Libraries

Aug. 2022 - Present

Senior Marketing & Design Specialist, | May 2025 – Present

- Develop brand image and annual communications and marketing plan for FSU Libraries.
- Lead monthly Marketing Representatives committee meetings.
- Schedule and lead marketing project consultations with campus partners and stakeholders.
- Supervise OPS Graphic Designer and student interns. Work with student interns to plan and execute social media campaigns, increasing followers by 20% every school year and reaching an average of 1.8 million views a year on Instagram.
- Oversee social media and visual identity for the Florida Book Awards. Assist with coordination of awards dinner and plan event layout, setup, and decoration.
- Design graphics and original illustrations for high-end print and fundraising projects and digital campaigns.
- Coordinate and execute event photography, photoshoots, and headshots.

Graphic Design Specialist | January 2023 – May 2025

- Create graphics, illustrations, and other promotional materials for print and web.
- Oversee all photography and keep archive of long-term project files organized.
- Supervise OPS Graphic Designer.
- Attend consultations with campus partners and other Library staff to develop and plan programming, marketing campaigns, and public-facing signage.

OPS Graphic Designer | August 2022 – December 2022

- Assist in the creation of various graphics for print and web to promote events and services and strengthen FSU Libraries' brand.
- Photograph events, schedule photoshoots, keep headshot archive up to date.
- Oversee in-house printing of posters, flyers, and large format projects for promotions and events.

Florida State University Student Life Center

Jan. 2021 – July 2022

Advertising Director | June 2021 – July 2022

- Lead a team of graphic designers to create promotional materials for up to 65 events per semester.
- Plan and lead weekly committee meetings to assign tasks and discuss new projects.
- Manage SWAG budget and work with vendors.

Graphic Designer | Jan. 2021 – July 2021

- Design advertising materials and illustrations to create brand awareness and promote events.

EDUCATION

Florida State University

M.A. Marketing Management Communication

Dec. 2025

- Project Management Certificate, Multicultural Marketing Certificate

B.A. Studio Art, Photography, Painting, and Printmaking

Dec. 2022

- Minor in Business, Honors in the Major, Garnet and Gold Scholar Society, Strike Magazine

CERTIFICATIONS:

- Certified Associate in Project Management (CAPM), *PMI Institute*, 2026
- AI for Work and Life, *University of North Florida*, 2025
- Certified Professional in Graphic Design and Illustration using Adobe Illustrator, *Adobe*, 2021
- Certified Professional in Visual Design using Adobe Photoshop, *Adobe*, 2022
- Certified Professional in Motion Graphics using Adobe After Effects, *Adobe*, 2022

NON-ADOBE SOFTWARE:

- Figma
- Microsoft Suite
- Canva
- Trello
- CRM Systems
- Mailchimp
- Sprout
- Freedcamp
- WordPress

AWARDS:

- **Bess H. Ward Thesis Award**, Florida State University Honors Program, 2022
To support Honors Thesis research
- **Ann Kirn Award**, Florida State University Department of Art, 2022
For work in digital media
- **Berlyn Arnett BA Award**, Florida State University Department of Art, 2021
Given to outstanding BA Art Students

RESEARCH, EXHIBITIONS AND FEATURES:

- ***Beyond The Gallery: Hybrid Art Exhibitions in the Academic Library***, Chapter in ***Creating Digital Exhibitions: A Guide***, Bloomsbury Publishing (collaborator)
- ***Where Are the Women? A Critical Evaluation of Female Representation in Science Fiction, Horror, And Action Film Posters***, Laura Pellini, 2022. Honors Thesis. Available on the FSU digital repository.
- ***Fresh Impressions***, Show at 621 Gallery, Tallahassee, December 2022, FSU Printmaking Showcase
- ***Caught In Collusion***, Collaborative Printmaking Portfolio, May 2022
- ***SIX***, Feature in Arts Magazine, 2021

CONFERENCE PRESENTATIONS:

- **Florida Virtual Campus, 2026**
From Exhibition to Engagement: Art in the Library and Campus Engagement
- **Art Libraries Society of North America, 2025**
Infusing Art into the Academic Library Space: Creating Community through Art-Centered Outreach
- **Florida Association of College Research Libraries, 2024**
Art in the Library: Fostering Creativity, Community, and Value at Florida State University
- **Southeast Data Librarian Symposium, 2024**
Unlocking Data Engagement: Collaborating Across Library Departments for Love Data Week

LANGUAGES: English, *fluent*, Spanish, *fluent*, Italian, *intermediate*