Lauren Chang

GRAPHIC DESIGNER & SOCIAL MARKETING SPECIALIST

CONTACT

Changle.Designs@gmail.com

Linkedin | Instagram

SPECIALTIES

BRAND & CAMPAIGN DESIGN

Visual identity, creative concepts, and email, web, print & event assets

SOCIAL & PAID MEDIA

Content strategy, planning & performance analysis

CREATOR PARTNERSHIPS

Influencer & ambassador programs

PHOTOGRAPHY & PRODUCTION

Product & lifestyle photography; video production coordination

TOOLS

DESIGN & CREATIVE

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Lightroom & Adobe Express

Canva & Procreate

VIDEO & MOTION

Premiere Pro, After Effects, Final Cut Pro & CapCut

SOCIAL & DIGITAL MARKETING

Meta Ads Manager, Meta Business Suite, Hootsuite & Klaviyo

E-COMMERCE & PROJECT MANAGEMENT

Shopify & Monday.com

EDUCATION

JAMES MADISON UNIVERSITY

B.F.A. in Graphic Design

Minor in Marketing

About Me

Graphic designer and social media marketer with 6+ years of experience developing brand campaigns and digital content for consumer and small-business brands. Brings hands-on design, social strategy, paid Meta campaign management, creator partnerships, and production coordination across web, email, print, and events.

Experience

BOGEY'S MIX | SEP 2026 – NOV 2026

Senior Brand Designer

- Created social calendars, graphics, scripts, and captions for Instagram, Facebook, and TikTok, combining product education with promotional content.
- Managed Meta lead campaigns, including creative, budgets, lead forms, tracking, and performance review.
- Coordinated creator outreach, ambassador materials, and street-team content to support local visibility.

SASSY WOOF | APR 2022 – SEP 2026

Senior Graphic Designer and Social Marketing Specialist

- Developed original creative concepts for product launches and seasonal campaigns across digital, print, and events, with final approval from the creative lead.
- Designed cohesive campaign assets, landing pages, blog graphics, and website visuals, adapting concepts across formats while maintaining brand consistency.
- Created paid social graphics for Meta and Pinterest, tailoring campaign creative to each platform and promotional message.
- Managed email marketing and Instagram Stories, using performance analytics to guide content.
- Produced live-shopping content from concept through scripting, props, and team coordination; developed supporting creative for events and ambassador programs.
- Trained new hires in design and content production and collaborated with marketing, content, and sales teams to coordinate creative deliverables.

CHANGLE DESIGNS | JUN 2020 – PRESENT

Freelance Graphic Designer

- Provide brand design and social content for healthcare, beauty, wellness, sports, and pet care brands, including retail and e-commerce businesses.
- Create campaign graphics, social templates, promotional materials, and presentations tailored to each client's visual identity.
- Develop visual concepts and platform-ready creatives for client campaigns, promotions, and events.

CHANNELS Instagram / Facebook / TikTok / Pinterest / Meta Ads / Youtube / Linkedin / Email / SMS

INDUSTRIES Healthcare / Beauty / Wellness / Sports / Pet Care