

Lauren di Scipio

Data Driven Creative + Cultural Consulting

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907 435 1050 . PO Box 3208 Homer, Alaska 99603

Graphic Design & Photography Magazine, catalog and book graphic and web design. Brand identity, brochures, direct mail, logos, web banners and graphics, annual reports, trade show displays. Serving clients in the adventure, real estate, extreme sports, travel, luxury, recreation, retail and technical industries. CMYK and digital print concept, design and production. Photo concept, styling, shooting and retouching.

clients include Alaska Military Heritage Museum, Anchorage Museum, The Army National Guard, Citizen Soldier Magazine, Alaska Veterans Association and Glacier City Gazette.

Specializing in Cultural Research, Book/Publication Design and Public Relations

Marketing + Public Relations Director, Western Air Flight Academy, Boulder, Colorado

Public relations, marketing and creative direction, including press releases, website development, brochures, newsletters, SEO, Social Media and client relations. Implemented a strategy that got the school voted as one of the top ten AOPA flight schools in the nation, two-consecutive years 2013-14.

Archeologist & Public Relations Coordinator, Tejon Ranch Conservancy, Lebec, California

Website development, marketing brochures and field guide manuals. Public relations and speaking, organizing & leading backcountry expeditions, archaeological research, federally compliant-field surveys and compilation of detailed cultural reports. Social Media and SEO. Development of docent education program. **Archeologist - US Department of Interior (Battle Mountain, NV), La Brea Tar Pits, etc.**

Art Director, Rocky Mountain Institute, Solutions Magazine, Boulder, Colorado

Responsible for concept, design, production and photography of one of the leading magazines in the sustainable building and energy sector.

Art Director, Billiard Congress of America, Boulder, Colorado

Responsible for complete rebranding and redesign of all identity and promo materials such as logos, websites, research reports, annual reports, trade show materials, book design and production. Designed, built and launched www.generationpool.com site. Responsible for branding, logos, print and web marketing elements, all trade show signage, photography of **National 9-Ball Tournament, Charlotte, North Carolina, 2008**

Director of Digital Media, Henderson International School, Las Vegas, Nevada

Design and build of 100K state of the art, Mac-based digital media classroom. Video storyboards, shooting and editing, Adobe Creative Suite, QuarkXpress, Final Cut Pro, CMYK print process, etc., to students K-12 with responsibilities including curriculum development and results testing.

Production Manager, Traverse Magazine, Traverse City, Michigan

Responsible for reviewing client requirements to the final stages of production and distribution, management and direction of incoming advertisements. Placing ads and editorial in layout. Managed clients, printers, vendors, staff. Pre-flight of entire magazine for printer at deadline.

Art Director, Westport Magazine, Westport, Connecticut

Designed and launched this award-winning, lifestyle publication. Managed design staff of 4 and all phases design and production. Photo shoot concept and styling; Image retouching, press CMYK press checks, photo retouching. Hired photographers and illustrators and managed projects.

Associate Art Director, Greenwich Magazine, Greenwich, Connecticut

Hired as a freelancer at deadline - promoted to associate art director full-time in 3-months. Advertising and editorial concept, design, production and approval. Photo styling and shoots.

Manager of Alumni Affairs, Outward Bound, Greenwich, Connecticut

Art Director of catalog and the *Compass* newsletter with 300,000 circulation internationally; Liaison between alumni, trustees and staff; Media and PR spokesman, market research, database management; National service projects; Managed \$200,000 budget and 2 staff. Brochure design.

Production Manager, Palm Beach Illustrated Magazine, Palm Beach, Florida

Management and direction of incoming advertisements. Built ads and editorial layout. Pre-flight of entire magazine for printer at deadline.

Partial Client List

- Colorado Better Business Bureau
- American Mountain Guides
- Boulder Chamber Commerce
- Boulder Magazine
- Sierra Club
- Derecktor Yachts
- Anchorage Museum
- GaiaM
- The Nature Conservancy
- Sharp End Publishing
- Army National Guard
- Rock and Ice Magazine
- Stonemaster Press
- Climbing Magazine
- Malibu Magazine
- Westport Magazine
- The United Way
- Citizen Soldier Magazine
- U.S. Department of Interior

Other Skills + Experience

- Advanced archeological methods principles (Section 106), related to resource management and planning on federally-managed public lands;
- ArcGIS and Trimble Geo-Explorer software and hardware;
- Department of Interior Aircrew Certified;
- Wilderness First Responder;
- AFF Skydiver and SCUBA certified;
- Aviation: Student private pilot (single engine);
- US Air Force Civil Air Patrol 2nd. Lieutenant (airborne search & rescue);
- FEMA Emergency Response certification.

Eckerd College, St. Petersburg, Florida Bachelor of Arts Fine Arts & Anthropology

Assistant Director of Public Relations, Eckerd College
Elected student ambassador to the Board of Trustees

New Canaan High School

New Canaan, Connecticut, Anthropology Major

Assistant to the Education Director Museum of Fine Arts, St. Petersburg, Florida

Managed the installation of major exhibits including Indigenous artifact and fine art collections. Concept and design of education training materials, exhibits and museum marketing materials.

Led tours for VIPs, docents, student groups and the general public.