

Laura Buchanan

778.999.8573 | lauralbuchanan@gmail.com | www.laura-buchanan.com



HIGHLIGHTS OF SKILLS + QUALIFICATIONS

International business experience in China and the UK

Strong background in marketing and design

Experienced leader with a passion for teamwork

Fluent in French (vraiment!)

Computer skills (MAC & PC): Photoshop, ImageReady, InDesign, Dreamweaver (HTML),

Flash (ActionScript), Illustrator, Pro Tools, Final Cut Pro, Motion, DVD Studio Pro, Word,

Excel, FileMaker Pro

PROFESSIONAL EXPERIENCE

Course Assistant

University of British Columbia

(Multimedia Studies)

Vancouver, BC

September 2007 - present

Assists students in understanding the objectives of the curriculum

Assists instructor in classroom with course material and troubleshooting

Provides communication link between staff and students

Freelance Designer + Developer

Self-Employed

Vancouver, BC

May 2007 - present

Designed 8-page newsletter using InDesign, Illustrator + Photoshop (national distribution)

Created logo and brand identity for Professional Organizer (Illustrator + Flash)

Designed and developed website for Professional Organizer (Dreamweaver + Flash)

Design Coordinator

Canadian Awards for the Electronic

and Animated Arts

North Vancouver, BC

April 2007 - present

Designing and writing copy for marketing materials (international distribution)

Developing interactive game using Flash to be featured on website

Responsible for maintaining website and updating corporate package

Consultant

Scottish Enterprise

Glasgow, Scotland

June - August 2006

Completed 2 consultancy reports and produced an original business plan with diverse 6-person team over 8 weeks

Elected as Project Manager to oversee the production of a marketing program and sales action plan for the global launch of a new digital identities product

Developed a marketing plan for a transportation service

Designed logo and oversaw the production of the artwork for business plan

Marketing + Communication Co-op

SFU International Co-op Program

Burnaby, BC

January - May 2006

Designed marketing materials using Photoshop

Wrote articles promoting International Co-op for Online Community

Edited and formatted student article submissions for Online Community

Organized information sessions for students interested in going abroad for co-op

On Organizing Committee for National Co-op Week and assisted planning events

Corporate Trainer

ALTEC

Tianjin, China

February - August 2004

Researched, developed and led courses in: business English, business writing, internet research, and cross-cultural communication

Assisted in developing proposals for potential clients and was responsible for pitching them at client meetings

Edited ALTEC's business documents to maintain branding and professionalism

Laura Buchanan

778.999.8573 | lauralbuchanan@gmail.com | www.laura-buchanan.com



VOLUNTEER EXPERIENCE

External Relations

AIESEC SFU

Burnaby, BC

January - August 2006

Organized a contest for the development of a new logo and selected the winner
Wrote internal newsletter updating members on events
Promoted organization at events and fundraisers
Attended local, regional and national conferences on leadership and global issues

Intern

Boompa Productions

Vancouver, BC

October 2004 - April 2006

Created database of industry contacts using FileMaker Pro
Performed retail call-outs to promote artists and maintain good store relationships
Monitored media and compiled kits for label and artist press
Coordinated national mail-outs

Invited Speaker

SFU International

Burnaby, BC

Septembers 2004 - 2006

Served as a mentor for students interested in working and studying abroad
Delivered presentations at SFU International and SFU International Co-op events

EDUCATION

Certificate in Multimedia Studies

UBC

Vancouver, BC

January - May 2007

Completed courses in Project Management, Pro Tools, Dreamweaver, Flash, Final Cut Pro, Photoshop Illustrator, Multimedia Technologies, Writing & Editing for the Web, Visual Design, Video Production, HTML, Motion Graphics and DVD Design & Authoring

Bachelor of Arts

SFU

Burnaby, BC

September 2001 - October 2006

Communication major
Sociology minor
Co-op Program
Greece Field School (2003)

MEDIA 1461- Dreamweaver (PCs)

BCIT

Burnaby, BC

January - February 2006

Developed website design and layout skills

PORTFOLIO AVAILABLE AT <http://www.laura-buchanan.com>