

LAURIE GODFREY

CREATIVE DIRECTOR 602.741.1806 | laurie@lauriegodfrey.net | Portfolio: lauriegodfrey.net

EXPERIENCE

CREATIVE DIRECTOR | SOME OTHER PLANET

Phoenix, AZ | July 2012 – Present

- Developed timeline and budget, hired and collaborated with creative partners, conducted competitor and market research, created and presented brand strategy, messaging, product name and identity for innovative 360° LED grow light system.
- Designed campaign materials for *Gunnigle for House* and LD15 democratic partners, resulting in primary win and the narrowest margin of victory for district republicans in recent history.
- Created, revised, finalized and delivered more than 1500 files for 101 RV and MH resort properties in 34 days. Deliverables included 38 print ads, 46 rich media, 130 static and 101 mobile banners.

Clients: Carefree Communities, Gunnigle for House, Lifetime Lighting, MomDoc, Samuels for Superintendent, Salad And Go, Smith Hager Bajo, Sun Communities, Therapeutic Harp Foundation

FREELANCE

Phoenix, AZ | July 2012 – Present

- Adapted quickly in a variety of agency and corporate in-house environments under tight timelines, assisting with concepting, branding, design, new business and production needs.
- Provided feedback about improvement opportunities when potential complications were foreseeable.

Agencies: Allison & Partners, Anderson, Chunk Media, EB Lane, Elevation, Fisher, Lavidge, Mindspace, OH Partners, R&R Partners, Riester, Santy, Zion & Zion

Clients via agencies: APS, Avnet, Barrow Health & Wealth Raffle, Cable One, Cedars-Sinai, Citizens Clean Elections Commission, Choctaw Casinos & Resorts, Chumash Casino Resort, Coyotes, Gila River Resorts & Casinos, Global Blood Therapeutics, JDA, Lifelock, Limelight, Midfirst Bank, Pacificorp, Phoenix Children's Hospital, Phoenix Coyotes, Phoenix Suns, Photon, SeaWorld, Seneca Resorts & Casinos, Sesame Place, Universal Technical Institute (UTI), Verra Mobility

BOARD MEMBER, MARKETING | THERAPEUTIC HARP FOUNDATION

Phoenix, AZ | October 2018 – March 2019

- Created and implemented a new brand strategy, identity system, design standards guide, landing page, donor marketing and research/proposal materials to increase visibility in the healthcare industry while pursuing high-dollar hospital grants and corporate donations

ART DIRECTOR | AIR INTEGRATED

Phoenix, AZ | May 2011 – July 2012

- Collaborated across all departments to create brand strategy for *Lee Lee International Supermarket*.
- Led creative process for a tv umbrella campaign with 5 unique multilingual spots for *Peter Piper Pizza*.
- Managed creative team in the creation of monthly promotional direct marketing materials and menu updates for *Paradise Bakery* and *Peter Piper Pizza*, reducing hours by implementing process changes.

Clients: Gourmet House of Hong Kong, Green Valley Pecan Company, Lee Lee International Supermarket, Paradise Bakery, Peter Piper Pizza, Rocky Mountain Park Inn

ASSOCIATE CREATIVE DIRECTOR | ANDERSON

Phoenix, AZ | October 2010 – May 2011

- Led agency name change and rebranding initiative.
- Managed traditional, digital and video production teams, improving efficiency and allowing more ideation time for campaigns and projects while continuing to meet tight deadlines.

Clients: Mayo Clinic, Desert Schools, Harkins Theater, Phoenix Children's Hospital, Primavera Online High School

ART DIRECTOR | RIESTER

Phoenix, AZ | March 2004 – October 2010

- Launched the *Talking Stick Resort* brand, including the print and television launch campaign, photography, brand guidelines, logos, internal and external collateral.
- Concepted and art directed award-winning television productions for *Arizona Lottery*.

Clients: Arizona Lottery, Casino Arizona, Arizona Department of Health Services, Farmer John, First National Bank of Arizona, Gold's Gym, Herdez, McDonald's, Scottsdale Convention & Visitors Bureau, Spotlight 29, Talking Stick Resort, Thunderbird School of Global Management, Wetzel's Pretzels

SENIOR ART DIRECTOR | MERIDIAN ADVERTISING

Omaha, NE | June 1998 – January 2003

- Managed the Nebraska Furniture Mart retail design team, reducing production hours 52% in the first two months.

Clients: Brodkey's Jewelry, Kmart, Nebraska Furniture Mart, Younkers

EDUCATION

METROPOLITAN COMMUNITY COLLEGE | OMAHA, NE

Associate in Applied Science, Electronic Imaging and Graphics – Prepress | With Honors, Winter 2001
Associate in Applied Science, Still Photography – Commercial | With Honors, Winter 1997

SKILLS & AWARDS

TOOLS Adobe Creative Suite – InDesign, Photoshop, Illustrator, Acrobat, Lightroom, XD
Keynote, Powerpoint, Word, Asana, Workamajig, Teamwork, Slack, Wordpress

INTERPERSONAL Strategic Thinking, Communication, Adaptability, Leadership, Mentoring,
Public Speaking, Responsive, Productive

INDUSTRY Creative Direction, Multi-Channel Campaign Development, Conceptual Ideation, Process
Development, Brand Strategy, Copywriting, Photography, Photo Retouching and Manipulation

PHOENIX ADDY AWARDS 2004, 2009, 2011, 2013 and 2015