



# Lauren Ermer

## Summary

Dynamic marketing professional with a robust background in graphic and web design, communications, and campaign strategy. Over 5 years of experience in branding, digital and print media, and B2B marketing, adept at crafting compelling narratives that resonate with target audiences. Proficient in visual storytelling, UX/UI design, and innovative problem-solving, successfully addressing diverse industry challenges and client requirements.

## Work History

### Baird Holm LLP - Marketing Coordinator - Graphic & Web Design

Omaha, NE

08/2023 - Current

- Direct WordPress content strategy, design, and front-end development—leveraging HTML, CSS, and JavaScript—while analyzing website performance and SEO with Google Analytics, optimizing user experience, and serving as the primary liaison with external web development vendors for large-scale site enhancements.
- Drive major branding initiatives across the firm, from leading the post-150th-anniversary logo and identity refresh in 2024 to developing and executing the brand identity for the new Lincoln office in 2025—spanning signage, stationery & print materials, advertising, social media presence, and language.
- Oversee the full lifecycle of print projects—consulting with requesting attorneys, collecting required information, producing all design assets, and managing vendor relationships—to ensure timely, accurate production of materials such as RFPs, signage, event materials, brochures, booklets, firm stationery, business cards, and more.
- Lead the design and production of all digital and print assets, leveraging Adobe Photoshop, Illustrator, InDesign, and Canva to deliver website graphics, email communication visuals, event materials, presentations, and all other key brand collateral.
- Manage the full lifecycle of Constant Contact email campaigns, including content development, email design, creation of corresponding website pages and posts, deployment, and analysis of engagement metrics.

### Valmont Industries, Inc - Marketing Specialist, Associate

Omaha, NE

12/2021 - 05/2023

- Delivered comprehensive sales support for agents in a B2B environment by maintaining marketing materials, partnering with Showpad to design and implement customized sales enablement experiences, and training agents on usage, driving a 23% boost in engagement and enhanced performance analytics in 2022.
- Established the ESS division's first CRM-driven newsletters using Salesforce and Pardot, designing visually compelling templates, constructing targeted recipient lists, and analyzing engagement metrics to enhance both consumer and agent interaction.
- Managed trade show and event logistics for all Valmont ESS agents, overseeing registration, event collateral design, and asset shipment and storage, while partnering with a third-party vendor to fully automate storage, shipment, and tracking of materials in 2022.
- Led updates and design for the ESS division website using WordPress, reviving the project case study program by tracking projects, interviewing engineers, coordinating photography, writing and designing case studies for print using Adobe Creative Suite, designing the corresponding Project Spotlight web pages, and designing and distributing newsletters to showcase division achievements.

### Valmont Industries, Inc - Marketing Intern

Omaha, NE

08/2020 - 12/2021

- Supported ESS marketing with content creation, website updates, analytics, and research to boost brand visibility and leads; created a CLE process for engineers post-training in 2021.
- Created and maintained monthly newsletters for agents and customers to boost communication and branding; developed CMS lists to launch newsletters in late 2020.
- Assisted in coordinating marketing projects, managing timelines, and updating collateral to ensure alignment with business goals and marketing priorities.

📍 Omaha, NE 68102

## Websites, Profiles

- [linkedin.com/in/lauren-ermer-b7614b194](https://www.linkedin.com/in/lauren-ermer-b7614b194)
- [laurenerner-designs.com](https://laurenerner-designs.com)

## Skills

- Graphic design - Adobe Creative Suite & Canva
- Website Management - WordPress
- Brand Development
- Digital Asset Creation & Management - Showpad
- Email Marketing - Pardot, Constant Contact
- CRM Management - Salesforce
- Code - CSS, HTML, Javascript, PHP
- Event Management & Logistics
- Advertising - Print & Digital
- Social Media - Content Creation & Strategy
- Multimedia - Podcast & Webinar

## Education

12/2021

### Creighton University

Omaha, NE

Master of Business Administration: Business Intelligence & Analytics

- 3.81 GPA

05/2020

### Creighton University

Omaha, NE

Bachelor of Science: Business Intelligence & Analytics - Design

- cum laude
- Business Research Fellows
- 3.61 GPA
- Studio Art Minor