



BRANDS STYLED SHOTS CARS
IDENTITIES PRODUCTS PHOTOGRAPHY

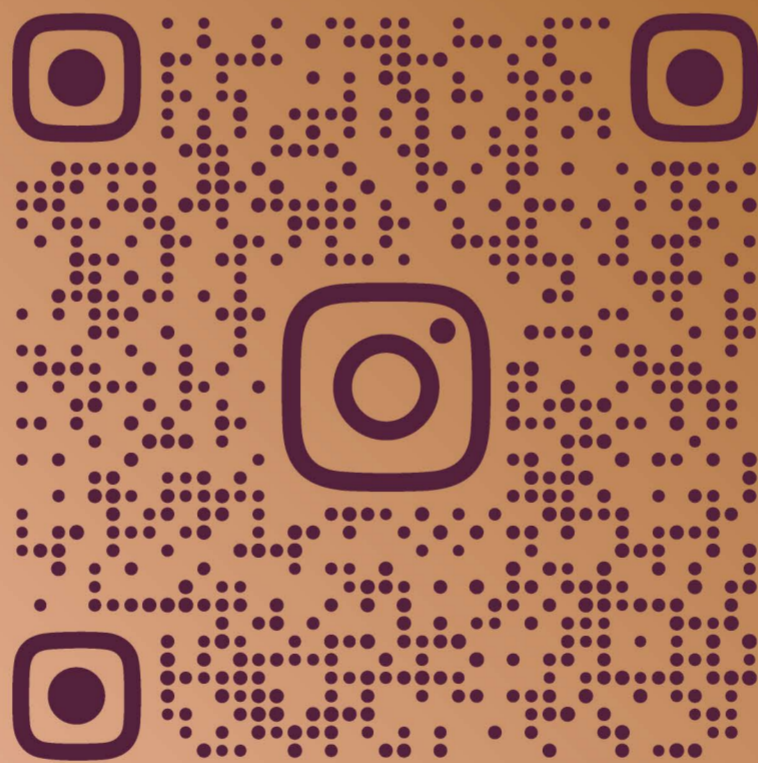
I'M LAUREN

ALSO KNOWN AS LO

ILLUSTRATIONS LIFE COLLABORATION

MUSICIANS STREET PACKAGING

lo.co_creative



www.laurenslough.com

IT'S THE COMPLEXITY & IMPERFECTIONS THAT MAKES US HUMAN & RELATABLE

WE PACKAGING GARDEN
VOLVO TRUCKS WEB 470
DESIGN
HIGHLANDER CHALRESTON
BRAND BUILDER PHOTOGRAPHY
PHOTOGRAPHY CLUB SOUL
FRANKLIN COUNTY
NATIONAL GEOGRAPHIC
ADDYS NEWBERG
APPLE BUTTER
MUSIC AUTOMOTIVE PURPLE
CONNECTION LONG LINOCUT
CVPA AMBASSADOR DRIVES GARDEN

HIKING

motivated
marketing

b BOYD PEARMAN
PHOTOGRAPHY

VOLVO

Radford and American National University Marketing Team





540.420.7501



lauren_slough@outlook.com



EXPERIENCES

MOTIVATED MARKETING | CHARLESTON, SC | APRIL 2021 - CURRENT

Create captivating visual solutions in Print, Digital media and Websites that elevate our clients. I handle client projects with quick turnarounds, including those in automotive, health, and law. Additionally, I organize creative assets, assist on client shoots, oversee staff headshots, and contribute to key projects while mentoring new team members, presenting in staff meetings and participating in decision-making processes.

FREELANCE/CONTRACT GRAPHIC DESIGNER | 2016 - CURRENT

Collaborate with a diverse range of clients, including both start-ups and established businesses, non-profits, colleges, and more to bring their visions to life. Crafting compelling designs in brand identity, print collateral, social media and web.

AMERICAN NATIONAL UNIVERSITY | SALEM, VA | OCT 2020 - APRIL 2021

Produced graphic content in a variety of media. Organized and maintained institutional creative assets. Advised senior leadership and staff on visual presentation. Strengthened the university's visual identity and credibility.

BOYD PEARMAN PHOTOGRAPHY | ROANOKE, VA | JULY 2020 - APRIL 2021

Assisted on photo shoots ranging from retirements communities and architectural photography to high end furniture companies like TXTUR Living.

VOLVO TRUCKS | INTERN: COMMS./MARKETING DPT. | MAY 2019-MAY 2020

Worked internally to produce both graphic and photography work for the North American Volvo Plant. Managed events and tours for both Volvo Truck customers and visiting groups. Along with my internship I handled print and decal signage throughout the plant.



MY SKILLS

PHOTOGRAPHY

COMMUNICATION

ADOBE SUITES

SCENE CREATIONS

WEB DESIGN

PACKAGING

PRINT/DECAL

PROCREATE/ILLUSTRATOR



EDUCATION

RADFORD UNIVERSITY | RADFORD, VA

GRADUATED: MAY 2020 | BFA IN GRAPHIC DESIGN
MINOR IN ENTREPRENEURSHIP | 3.8 GPA MAGNA CUM LAUDE

CAVE SPRING HIGH SCHOOL | ROANOKE, VA

GRADUATED: JUNE 2016 | GENERAL STUDIES | 3.7 GPA



LIFE

HIKING

THRIFTING & ANTIQUE MALLS

EVERYTHING MUSIC

WORKING WITH LOCAL BIZ

COLLABORATION

COLORS

COMPLEMENTARY FITS

STARING AT PACKAGING

AT THE STORE

FAMILY AND FRIENDS

Ai

Ps

Pr



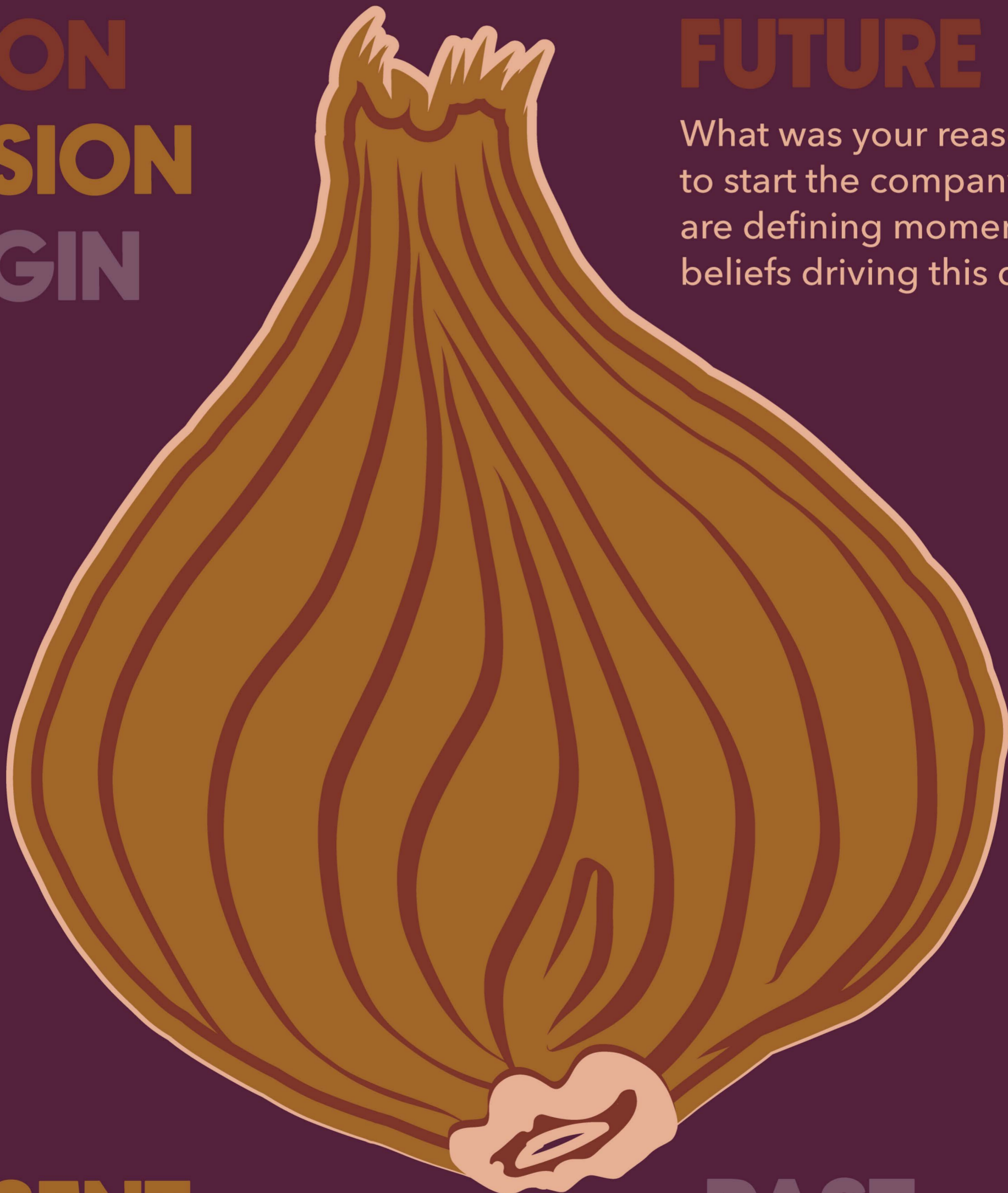
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Ae

ORIGIN ONION

WHAT DRIVES THE PURPOSE?

VISION
MISSION
ORIGIN



FUTURE

What was your reason, drive to start the company? What are defining moments and beliefs driving this decision?

PRESENT

Why does the company exist to this day, beyond profit?
Who are you doing it for?

PAST

What was your reason, drive to start the company? What are defining moments and beliefs driving this decision?

SMALL HOMES, BIG POTENTIAL.

Accessory Dwelling Units (ADUs) are self-contained residences that redefine "home sweet home." Complete with living, cooking, sleeping, and large walk-in showers with glass enclosures, these fully functional dwellings offer endless opportunities.

VIEW SITE

CONTACT US



Name:

Phone:

LOOK AT THAT



HipBurger

LOOK AT THAT
CRINKLE
CRINKLE
CRINKLE

Close

VIEW SITE





BRAND STRATEGY

BRAND STRATEGY

It's the intersection of multiple disciplines, including overlapping areas within business, marketing, branding, and design thinking.

At it's core, Brand Strategy is the face of the business and summarizes the plan how to connect the brand to the audience. As a brand, you need to understand who you are, who you want to reach, how they currently think and feel about the brand compared to how you'd like to be perceived. Branding is how we manage and shape the perception, using strategy to bridge the gap between where you are today, and where you'd like to be.

Car Buying *The Way it Should Be*



Car Buying
The Way it Should Be

- **No** hidden dealer fees
- **What you see** is what you get
- **No** additional add ons

