

LAURA STEPHENS

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EXECUTIVE SUMMARY

Experience in creative team management, brand strategy, project management, marketing strategy, vendor relations, storytelling, film, and creative arts; Develops brand experiences with creative team leadership.

- 1/2019 – Present **BRAND STRATEGIST** *Los Angeles, CA*
ViVi Naturals
CBD, biotin and reishi mushroom-infused skincare; coming to market in 2019.
- Developed brand guidelines, brand communications and product strategy from concept to retail
 - Led design team aesthetics, including competitive and differentiated packaging design
 - Conducted extensive industry market research, including consumer and marketing insights
 - Established vendor relations and business connections at networking events
- 8/2018 – 12/2018 **PROJECT MANAGER + BRAND STRATEGIST** *Los Angeles, CA*
Starmen Design Group
Award-winning marketing/branding agency.
- Managed design project timelines, schedules, print, web development, vendors and creative talent
 - Interfaced directly with designers and vendors to give constructive brand/aesthetic feedback
 - Produced presentation decks detailing brand strategy guidelines for client stakeholders
- 5/2016 – 11/2016 **ASSOCIATE BRAND STRATEGIST** *Los Angeles, CA*
Troika
Award-winning end-to-end brand development/marketing agency.
- Developed brand strategies for clients such as SundanceTV, UCLA Extension, Canada Goose
 - Coded and analyzed consumer insights and client intakes, coordinating with Research & Insights to optimize brand strategy, and complete competitive analyses
 - Hosted focus groups and transcribed intakes for Research & Insights coding and analysis
- 7/2016 – 12/2016 **MARKET RESEARCH ASSOCIATE** *Los Angeles, CA*
Global Access Program
Market entry strategy for Finnish renewable energy company, Nocart, seeking to enter the U.S. market.
- Managed team timelines, performed scrum, established agendas and team operations
 - Interviewed key stakeholders to gather and present analysis of 500+ hours of market research
 - Analyzed and coded qualitative and quantitative data derived from 52 interviews
- 5/2014 – 9/2014 **PRODUCTION COORDINATOR** *Los Angeles, CA*
The Cavalry Productions
Commercial production services for clients such as Hasbro, Red Bull and Nikon.
- Scheduled and managed all production assets and deliverables
 - Managed production vendor/crew, permits & invoices; assisted executive producer
 - Coordinated B2B outreach and organized networking mixers/events
- 8/2012 - 12/2013 **PRODUCTION ASSOCIATE | COMMUNITY + EVENTS MANAGER** *Los Angeles, CA*
ZQGame
International mobile game company with main headquarters in Shenzhen, China.
- Headed community management, quality assurance & internship program
 - Developed story and localized main questline stories for browser and mobile games
 - Supervised production of events, design assets, UI layout, and story concepts
 - Produced localized language packs for 6 published mobile and browser games

EDUCATION

- 2014 – 2017 **UNIVERSITY OF CALIFORNIA – LOS ANGELES** *Los Angeles, CA*
Entertainment Management, Marketing
- 2008 – 2011 **UNIVERSITY OF SOUTHERN CALIFORNIA** *Los Angeles, CA*
Animation, Digital Arts

TOOLS

Asana, Excel, Google Suite, PowerPoint, Keynote, HTML

Photoshop, After Effects, Maya, Illustrator, inDesign, Premiere