

LAUREN HERBERT

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SUMMARY

Brand Director who creates high impact campaigns across multiple channels. Hands-on nationally published designer and stylist with 10+ years of experience leading teams to achieve beautiful results. Featured in CT Magazine's 40 under 40 as rising talent.

SPECIALTIES

Implementation of merchandising, design and brand strategies in advertising, online, print & in-store communication. Pre-trend sense of design and style combined with an elegant use of color. Photo studio creative direction leading to compelling images that reflect and reinforce brand message.

EXPERIENCE

TEROFORMA SOUTH NORWALK, CT 2011 - CURRENT (BRAND DIRECTOR)

- Accountable for the Teroforma brand throughout print, live, digital & video
- Strategic development of brand identity & placement across markets
- Increased readership of the Teroforma blog from less than 1000 visits to 120,000+ annually through creation of original material
- Drives media coverage into far reaching segments past home & culinary markets to include tech, fashion and lifestyle
- Manages creative agencies, freelancers and designers
- Implemented new packaging across the entire product line to bring a powerful and compelling in-store brand experience.
- Creative lead and art direction of all print, digital & video collateral
- Revitalized annual print catalog design to reflect brand's core message and look
- Directs and styles catalog & commercial photography
- Photographs still-life products for advertising
- Concepts, designs and executes direct mail and ad campaigns
- Overhaul of the design & execution of the Teroforma tradeshow booth and collateral driving highest sales-to-date from a show

STUDIO SNAIDERO SOUTH NORWALK, CT | GREENWICH, CT 2005 - 2011 (SENIOR DESIGNER / STUDIO DIRECTOR)

- Lead design and construction of modern interiors in NY & New England
- Managed 25-30 renovation and new construction projects annually from conception through completion
- Directed architects, builders, contractors and tradesmen
- Managed project budgets averaging \$200k - \$350k
- Sketched concepts, developed 3D renderings and drafted in CAD
- Styled and directed photoshoots of completed interiors for ad campaigns and magazine coverage
- Organized events including charity dinners raising funds for the JDRCF
- Projects featured in magazines including Interiors, Metropolitan Home, Modern Estate and Dream Kitchens

FOOD & WINE MAGAZINE NEW YORK, NY 2003 - 2005 (STYLIST)

- Styled and composed original concepts for magazine and book editorials
- Designed original graphic elements used in photo styling
- Identified future trends in design and fashion
- Directed a team of assistants to execute successful shoots & events
- Maintained comprehensive knowledge of current table-top, fabric, interior and furniture markets by attending industry trade shows
- Managed budget and coordination of photo shoots from NY to CA
- Designed online template based projects for readers to create at home
- Lectured and demonstrated original entertaining concepts at events
- Spokesperson for F&W; appeared in original design segments on networks including NBC, CBS, CNN, MSNBC, NY Channel 1 and Channel 11

MARTHA STEWART OMNIMEDIA WESTPORT, CT 2002 (FREELANCE STYLIST)

- Developed and produced concepts and set designs in collaboration with Martha Stewart, television producers and directors for MSLO
- Coordinated with retailers & vendors to collect and showcase products on-air
- Organized and maintained a vast prop collection

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN PROVIDENCE, RI BFA INDUSTRIAL DESIGN 2002; Honors, member IDSA

INTERNATIONAL CENTER FOR PHOTOGRAPHY NEW YORK, NY Ongoing continuing education classes & workshops