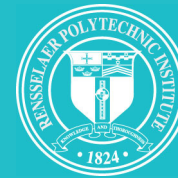




# Laura Balducci

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## Objective

A full time position that utilizes my design, administrative, marketing, and organizational skills for the growth and benefit of a business or event.

## Education

**Rensselaer Polytechnic Institute, Troy, NY**

B.S. Electronic Media Arts and Communication

**Concentration:** Marketing Communication and Design

**Minors:** Electrical Engineering and Marketing

**Graduation: May 2011**

**Cumulative GPA: 3.5**

**Florence University of the Arts, Florence, Italy (Spring 2010)**

Courses: Intermediate Painting, Intensive Italian, and Sustainable Fashion Design

## Skills

**Applications:** Proficient in Adobe Photoshop, InDesign, Illustrator, Dreamweaver and Flash. Microsoft Excel, PowerPoint and Word.

**Programming Languages:** Basic knowledge of CSS, HTML, Actionscript 2.0 and C++

## Experience

**Replenishment,** Michaels Arts and Crafts, Latham, NY (August 2011 - Present)

**Designer,** Saratoga Dreaming Inc., Saratoga Springs, NY (November 2011 - Present)

- Working with Programers to design a student targeted social media website

**Bartender,** Deangelo's Play by Play, Rotterdam, NY (January 2012 - Present)

**Research,** Priory Retreat House, Chestertown, NY (Spring 2011)

- Conducted marketing research and developed a marketing plan with a classmate

**Administrative Assistant,** Marcum LLP (UHY Advisors), Boston, MA (2006 - 2009)

- Duties included filing and copying, payroll, and data entry using Excel

**Sandwich Artist,** Subway, Troy, NY (March 2009 - July 2009)

**Property Manager,** TLB Realty Trust, Troy, NY (October 2008- Present)

**Web Content Technician / Electronic Media Artist,** Globalspec, East Greenbush, NY (March -August 2008)

- Generated part specification data sheets
- Created company website profiles and flash banners

## Coursework

Marketing Principles

Introduction to Management

Marketing Communication Design

- Developed a marketing communications plan and re-designed an advertising campaign with a team of five students

Communication Design for the WWW

Graphic Design for the Corporate Identity

- Created a graphic standards manual and promotional tools for an assigned business

Marketing Research

Statistics for Business and Economics

Information Design

- Learned creative and effective methods to presenting data

Visual Literacy

Advertising Strategy and Promotion

- Created a brand identity and promotional campaign for a local business with a classmate

Sustainability Problems

## Leadership

Sigma Delta Sorority, Inc.

- Vice President, Secretary and Treasurer
- Planning and execution of second and third annual formal

Co-founder of FIRST robotics team at Nashoba Regional high school (2005-2006)

## Honors

Order of Omega

Rensselaer Medalist

Deans List

Excellence in Graphic Arts 2006

## Activities

Dance , Yoga and Albany Spiritual Seekers