

LAUREN MCCUNE

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GRAPHIC DESIGNER | CONTENT CREATOR | CONTENT MANAGER

Graphic Design • Content Strategy • Social Media • Brand Storytelling

Graphic designer and content strategist with 7+ years of experience creating digital and print campaigns, social content, photography, copy, and earned-media materials across community, education, financial services, and faith-based environments. Combines hands-on design expertise with audience-focused content strategy, growing two social accounts by 1,500+ combined followers and producing Reels with up to 420K views. Known for translating program goals into cohesive visual systems, repeatable content series, and high-volume creative deliverables while partnering cross-functionally to meet fast-moving deadlines.

- ✓ **Grew Merage JCC social media** from approximately 200 to 1,178 followers and built Sunrise Day Camp Orange County from 0 to 526 followers through consistent, audience-focused content.
- ✓ **Produced high-performing social content** including Reels reaching 420K and 90K views and recurring parent recap carousels generating approximately 2K–6K views.
- ✓ **Saved an estimated \$7,000** in outsourced design costs by creating an annual report in-house within two months for distribution to 8,000+ members.

Core Competencies

Brand Identity & Visual Design • Social Media Analytics • Campaign Development • Content Calendar Management
Digital & Print Production • Short-Form Video Production • Photo Editing & Retouching • Marketing Asset Development
Copywriting • Press Release Writing • Media Relations • Media Monitoring • Email Marketing • Website Management
Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Lightroom • Figma • Canva • Mailchimp • Neon CRM

PROFESSIONAL EXPERIENCE

Merage Jewish Community Center — Irvine, CA

Graphic Design & Social Media Specialist | October 2023 – Present

- Own day-to-day content strategy, copywriting, scheduling, photography/video capture, publishing, and performance monitoring across Instagram, Facebook, and YouTube.
- Grew Merage JCC from approximately 200 to 1,178 followers and built Sunrise Day Camp from 0 to 526 followers, adding 1,500+ combined followers through consistent content strategy.
- Produced Reels reaching 420K and 90K views and weekly Sunrise parent recap carousels generating approximately 2K–6K views; published daily posts and Stories to sustain engagement.
- Design integrated social graphics, email campaigns, digital ads, event flyers, banners, and print collateral; plan weekly summer camp photoshoots and partner with marketing, programming, and fellow designers on simultaneous creative requests.

Christian Educators — Placentia, CA

Member Service & Event Coordinator | April 2022 – August 2023

- Designed an annual report distributed to 8,000+ members and completed the project in-house within approximately two months, avoiding an estimated \$7,000 in outsourced design costs.
- Created an AWAKE participant booklet and 3 branded flyers used across 25+ events serving 15–100 attendees each; coordinated website event pages, registrations, and material distribution.
- Managed an editorial calendar for a weekly blog, coordinating approximately 2–5 pieces of content per month and keeping publication moving despite contributor availability challenges.
- Modernized the grant application workflow by replacing an outdated Word document/spreadsheet process with Google Forms, contributing to 15 additional applicants and an estimated 15 hours of administrative review time saved.

PROFESSIONAL EXPERIENCE (Cont.)**New American Funding — Tustin, CA****Jumbo Shipper** | May 2021 – February 2022**Collateral Reviewer** | September 2020 – May 2021

- Processed approximately 10 jumbo loan packages per day in a remote, deadline-driven post-closing environment, maintaining organized digital workflows for high-value files.
- Reviewed 80–100 loan packages per day during peak mortgage volume, validating critical signed and notarized forms and meeting same-day 3 p.m. bank delivery deadlines for multi-million-dollar loans.
- Led file distribution and tracking, reorganizing approximately 150-page loan packets into bank-ready folders and applying bank-specific documentation requirements before funding.

Pasadena International House of Prayer — Pasadena, CA**Freelance Graphic Designer** | April 2019 – March 2021

- Produced approximately one campaign per month spanning Facebook banners, social graphics, posters, and print collateral, adapting each concept into roughly 5 channel-specific sizes and formats.
- Delivered campaigns within 2–5 day turnaround windows while collaborating directly with ministry leadership to manage feedback, revisions, approvals, and production-ready files.
- Built organized asset libraries that improved file management and supported visual consistency across recurring event campaigns.

loanDepot — Foothill Ranch, CA**Public Relations Specialist** | July 2017 – May 2018

- Wrote approximately 3 press releases and marketing pieces per month supporting 3–5 branch openings, product announcements, the mello lending app, and the mello campus launch.
- Helped secure 20+ earned-media placements in 10 months, including HousingWire and Inman, through reporter research, targeted pitching, and launch outreach to media and local political figures.
- Tracked media coverage daily, maintained the company press room, delivered morning coverage updates, and monitored 100+ media mentions across the tenure.

EDUCATION & CERTIFICATIONS

California State University, Northridge

Bachelor of Arts: Journalism: Public Relations, Minor: Urban Studies & Planning

- Sheila Gold Foundation Scholarship
- Dean's List

Fullerton College

A.A. Advertising & Graphic Design

- Graduated with Honors
- Dean's List

Google Career Certificates

Google UX/UI Certificate | In Progress