

# Edward Mihardja Lawrence

DIGITAL MEDIA • GRAPHIC DESIGN • STORY TELLING

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## SKILLS

**MARKETING** : Event Promotion, Social Media Management, SEO, Graphic Design (Print & Web)

**BUSINESS** : Time Management, Organizational Skills, Cross-Cultural, Extensive Travel Experience

**SOFTWARE** : Microsoft Office (Word, Excel, PowerPoint), Adobe Creative Suite (Photoshop, InDesign, Lightroom, Illustrator), Hootsuite, Creator Studio

## MARKETING EXPERIENCE

### **DIGITAL MEDIA MANAGER, Houston's First Baptist Church, Sep 2019 - Present**

- + Managed the primary social media accounts for the Head Pastor (@pastorgregg) and The Loop Campus (@houstonfirst), including content standards, planning, creation, and posting, and engaging with followers as appropriate.
- + Coordinated with designated campus staff members on posting of churchwide content, facilitated sharing and learning among them, and coached as needed on best practices.
- + Coordinated with Creative and Production to create social media content as needed.
- + Tracked social media engagement, prepared reports, performed analysis, and shared data as directed.
- + Functioned as the "go to" staff member for projects related to digital media content and delivery.
- + Served as a consultant/coach on digital media for campuses, ministries, departments, and staff members.

### **CONTRACT GRAPHIC DESIGNER, JLL Commercial Real Estate Firm (formerly HFF), May 2019 - Sep 2019**

- + Updated existing design materials to include, but not limited to; print and interactive collateral such as proposals, offering memoranda, graphics/covers, flyers, maps, aerials, logos, floor plans, pictures, presentation graphic/charts, and end bound books.
- + Followed HFF/JLL branding guidelines to ensure consistency and quality of all marketing packages.
- + Worked with deal team to help select photos for design pieces. Enhanced, edited, and color corrected selected photos and adjusted design to fit preferences of the team and client while maintaining HFF/JLL branding standards.

### **MARKETING ASSOCIATE, A.D Players Theatre, Jan 2016 - Mar 2019**

- + Assisted with the development (design and layout) of advertising and collateral materials, including print and online advertising, playbills, season brochure, mailings, posters/postcards, flyers, advertisements for local magazines and new outlets.
- + Maintained company social media accounts (Facebook, Twitter, Instagram), including (but not limited to) updating profile and cover photos, posting photos, creating and managing events, managing advertising, increasing number of followers and "likes".
- + Responsible, along with other members of the Marketing Department, to ensure that all printed and digital promotional and informational materials for all Departments and the content of said materials is accurate and meets A.D. Players' brand standard.

## EDUCATION

**B. B. A. MARKETING, Houston Baptist University, Houston TX, 2016**

## ACTIVITIES & LEADERSHIP

**CREATIVE TEAM LEAD**, Metro HTX, Houston's First Baptist Church, Jan 2017 - Present

**VOLUNTEER TRAINING LEAD**, Metro HTX, Houston's First Baptist Church, Jan 2019 - Present

**VICE PRESIDENT**, Beta Upsilon Chi Fraternity - Epsilon Chapter, Jan 2013 - Dec 2013