

---

# LAWRENCE COOPER

717 State Street W  
Cannon Falls, Minn. 55009  
(507)123-7890

## Skills Summary

I have 35 years of experience in photography. I specialize in corporate portraits, photo repair and restoration, and advertising photography. I have been a graphic designer for ten years. As a graphic designer I have been responsible for the creation of advertising materials for the Minnesota Army National Guard. I am currently the Marketing and Advertising Director for the Minnesota Army National Guard Recruiting and Retention Battalion.

## Education

### ***Degree / Date of Graduation***

I am currently a student of design at Southern New Hampshire University working towards a Bachelor's degree in Graphic Design and Media Arts. My expected graduation date is February 2017.

## Experience

### ***Minnesota Army National Guard***

*Director of Marketing and Advertising 2013 - present*

Responsible for marketing and advertising to support recruiting and retention efforts for the Minnesota Army National Guard. Create, track, and provide return on investment (ROI) tracking for various state-wide advertising campaigns in print and digital formats. Responsible for creation of yearly marketing plan that outlines strategies and implementation guide for yearly allocation of assets and resources. Manage marketing and advertising budget of approximately \$500,000 annually.

## Awards and Acknowledgements

### ***National Honors***

I am a member of three honor societies; Sigma Alpha Lambda, the National Society for Leadership Success, and the National Society of Collegiate Scholars.