

# Laura Webb

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Top Strengths: Adaptability \* Individualization \* Restorative \* Developer \* Connectedness

## Experience

### WEBMASTER

College of Media & Communication,  
Texas Tech University

2018 - present

- Develop & maintain digital content on college websites and other related sites ensuring consistent brand messaging across platforms

### ADJUNCT INSTRUCTOR

College of Media & Communication,  
Texas Tech University

2017 - present

- PR: 3341 Graphics & Production

### WEB DESIGNER

Programming Applications and Web Services,  
Information Technology Division, Texas Tech  
University Health Sciences Center

2013 - 2018

- Provide graphic files and design consultations for various applications and digital displays
- Design and maintain websites using basic HTML and OmniUpdate Web Content Management System

### EDUCATION/PROJECTS SPECIALIST

Technology Support, Information Technology  
Division, Texas Tech University

2012 - 2013

- Facilitated campus training sessions, curriculum design, and technical support for Adobe Photoshop, Illustrator, InDesign and Unified Communications (VOIP) deployment, Microsoft Office, and other internal applications

### GRAPHIC DESIGN COORDINATOR

2009 - 2012

Supervised a creative team of student graphic designers to facilitate the design, layout, and production of print collateral, advertisements, and promotional items

## Skills

- Software - Adobe Photoshop, Illustrator, InDesign, After Effects, Dreamweaver
- Design - digital & print graphics, page layouts, photography, basic animation
- Teaching - curriculum design & training workshops for students, faculty & staff
- Writing - technical writing for documentation & training, promotional writing for advertisements & strategic communications

## Education

- Master of Arts, expected May 2019  
Texas Tech University, Lubbock, TX
- Bachelor of Arts, 2009  
Texas Tech University, Lubbock, TX  
Public Relations 3.4 GPA  
Spanish minor
- South Plains College, Levelland, TX  
2002 - 2005  
Dean's List & President's List

## Professional Affiliation

Association for Women in Communications  
(AWC), Lubbock Professional Chapter,  
Member 2012 - 2017

## References

Carlene Kelly, Web Services Manager  
Technology Support, TTU  
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Trent Seltzer, Assistant Dean for  
Graduate Studies, College of Media &  
Communication, TTU  
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