

Laura Marelic

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Education

- May 2015 **Northeastern University | Boston, MA**
Candidate for Bachelor of Fine Arts in Graphic Design with minors in Computer Science and Digital Arts
- Honors Courses Dean's List, Huntington 100, Band Scholarship
Computer Science I & II; Object-Oriented Design; Typography I & II; Documentary Photography; Graphic Design I & II; Interactive Design
- Activities CAMD Ambassador, Freshman Peer Mentor, Wind Ensemble Band Council, Entrepreneurs Club, Scout

Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Dreamweaver
HTML/CSS
Microsoft Office
Public Speaking
Project Management

Experience

- Sept. 2013–present **Founder & CEO, Scout: Northeastern's Student-led Design Studio**
Boston, MA | neu.edu/scout
- Manage Scout's relationship with with Northeastern faculty, staff and administration. Build and interface with an advisory board, external partners and professional network. Represent Scout at events around campus, including Scout events. Work with the COO on strategic decisions including those related to recruitment and growth. Assist Design Director with project management—especially client intake and relations—critique, and “QA” when necessary. Leads team meetings and select public Scout events.
- Jan.–Aug. 2013 **Product Marketing Co-Op, HubSpot**
Cambridge, MA | hubspot.com
- Worked with a team to improve the visual and structural quality of the company's website. Participated in product positioning and brand identity around many of HubSpot's tools. Assisted others on the Marketing Team with complex implementations and use cases of the HubSpot software.
- Fall 2013 **Creative Director, Northeastern University CAIS**
Boston, MA | nucais.org
- Oversee the visual brand of CAIS, a student group that educates future business leaders about alternative investments, such as private equity, venture capital, and hedge funds. Designed the website for the March 2014 conference, which is geared towards a national audience.
- 2012–2014 **Creative Director, Northeastern University Entrepreneurs Club**
Boston, MA | neu.edu/entrepreneurs
- Created all marketing materials for the club including flyers, web graphics, and program-specific event materials. Work with the executive team to promote and maintain brand. Oversee the design and branding of new club programs.
- 2008–2010 **Barista, Starbucks**
Wyckoff, NJ and Boston, MA
- Worked with a team to provide efficient and appropriate service to customers in high-volume stores.

Interests

Swiss design
Traveling
Health & fitness
Cooking
Playing Trumpet
Writing