

Laura Gottfried

Taking Your Marketing To New Heights

CONTACT

📞 631.793.2320
✉️ LRSchock@gmail.com
🌐 LauraGottfried.com
🌐 linkedin.com/in/lauraschock

TECHNICAL SKILLS

- **Design & Creative Tools:**
InDesign, Illustrator, Photoshop, Premiere Pro, Canva, Pool Studio, XD, Dreamweaver, QuarkXPress, Toonly
- **Graphic & Web Design Platforms:**
WordPress, Wix, Squarespace
- **Marketing & Digital Platforms:**
Meta Business Suite, Google Business Profile, LinkedIn, Constant Contact, Angi
- **Business & Operations Tools:**
Microsoft Office, Google Workspace, Trello, Monday, Slack, Zoom, Jobber, CompanyCam, PayChex, QuickBooks Online, Zeffy, Bill.com, Whale
- **Marketing & Technical Skills:**
Paid & Organic Social Content, Basic SEO, Content Creation, Review Growth, Press Releases & Media Outreach, Basic Programming, Analytics, Networking

ADDITIONAL QUALIFICATIONS

- Hire to Fire Training
- Employment Eligibility Training
- Strong communication and client-management skills
- Collaborative, relationship-driven professional
- Thrives in fast-paced, deadline-driven environments
- Creative problem-solver; adaptable; quick learner
- Versatile across design styles and brand needs
- Willing to travel

WORK HISTORY

Sweeney's Pool Service, Inc.
Chief Operating Officer (COO) | Marketing Director
February 2024 - Present



Marketing Responsibilities:

- Evaluated and enhanced marketing strategy, doubling leads within one year while reducing spend by 50%
- Optimized sales funnel and processes, increasing conversion rates by 35% in 6 months
- Improved lead generation platforms (Angi, HomeAdvisor, Google Business Profile)
- Executed multi-channel campaigns:
 - Creating and managing organic and paid content for Facebook and Instagram
 - Designing, programming, and scheduling email marketing campaigns
 - Overseeing print ads, including copy, design, placement, and call tracking
 - Scripting and producing engaging video content
 - Revamping website content and design for improved quality and user experience
 - Collaborating with an agency to optimize Google Ads performance
- Analyzed performance and optimized campaigns for ROI
- Developed sales tools (email templates, collateral, 3D designs) to increase conversions
- Mentored marketing staff; managed budgets and resources

Chief Operating Officer (COO) Responsibilities:

- Directed daily operations, improving workflows and service quality
- Developed and implemented SOPs to increase efficiency and scalability
- Managed budgeting, forecasting, and resource allocation
- Supported strategic planning and long-term growth
- Oversaw HR: recruiting, training, payroll, and compliance (OSHA, USCIS, Fire Marshal, DOT)
- Established a positive company culture to promote teamwork, accountability, and professional growth
- Strengthened customer success and retention initiatives
- Managed permitting across Nassau and Suffolk County

Late Knight Warriors
Vice President | Marketing Director
December 2024 - Present



- Co-founded 501(c)(3) nonprofit supporting community, environmental, and charitable initiatives
- Managed multi-channel marketing campaigns: social media (organic/paid), email, print, and web
- Led overall marketing strategy and brand positioning across social, email, PR, print, and web channels to drive awareness and engagement
- Wrote press releases and managed all public relations and media outreach efforts
- Planned and executed fundraising events and community outreach programs
- Collaborated with the board on strategic growth, operational sustainability, and community impact

AFSP Long Island Chapter
Communications Committee Member | Social Media Ambassador
February 2026 - Present



- Contributed to PR and marketing strategy through Communications Committee
- Drove social media growth through strategic content planning and organic/paid campaigns that boosted awareness and engagement
- Tracked analytics and optimized performance

The Public Relations & Marketing Group (PRMG)
Vice President | Creative Director | Graphic & Web Designer
March 2011 - February 2024



- Built and led cross-functional marketing team aligned with client goals, including setting objectives, defining roles, establishing milestones, and monitoring workflow for quality and productivity
- Developed branding, messaging, and visual identities to increase recognition and loyalty
- Executed integrated campaigns across digital and traditional channels for a diverse clientele, including Gershow Recycling, Central Vets, Charles Rutenberg Realty, Liberty Global Logistics, NYM Group, Rollstone Foundation, Ben's Deli, and Long Island Game Farm
- Designed websites, ads, email campaigns, video, social media, and print collateral
- Drove lead generation and acquisition strategies to boost brand awareness and conversions
- Expanded expertise in UX/UI design, video editing, web programming, and digital advertising
- Improved operations to increase efficiency and retention of clients and employees
- Managed hiring, training, and team performance

HONORS & AWARDS

- 40 Under 40 Award – *LIBN*
- Excellence in Communication Award (PRMG) – *LIBN*
- Top Rated Graphic Designer (Lindenhurst) – Thumbtack
- Alpha Beta Gamma International Business Honor Society

VOLUNTEER WORK

- Vice President & Marketing Director, Late Knight Warriors
- Communications Committee, AFSP
 - Long Island Chapter
- Volunteer, Queens Baseball Convention (2019, 2022–2024)

MEMBERSHIPS

- International Society of Female Professionals (ISFP)
- National Parks Conservation Association
- World Wildlife Fund (WWF)
- National Wildlife Federation
- Sierra Club

REFERENCES

- **Dean Murray**
New York State Senator and Owner of D&S Advertising, Inc.
631-839-9896
dands2@aol.com
- **David Loudon**
Owner of Minuteman Press of East Northport
631-848-3025
dave@mmpen.com
- **Jack Krieger**
Deputy Mayor of Patchogue, Public Information Officer for the Town of Brookhaven, and Past Creative Director at CBC Media
631-987-2972
JackKrieger@optonline.net

"Having spent twenty five years in the Multi Media advertising world, it gives me great pleasure to give Laura my highest recommendation. Her amazing attitude, coupled with her creative genius, put her at the head of the class. I have excitedly worked with Laura on many different initiatives, and she truly can give you a Madison Avenue campaign, without the red tape, or inflated costs. Laura has been a best kept secret, but once you see her portfolio and work with her, that won't be the case for long. Unlike most people in Laura's space, she listens to what the client really wants, and allows you to view the entire field, before you decide on a final design. Laura's personal level of integrity, and honesty, is refreshing, and rare."

— Steven C.

CBC Media Senior Graphic Designer June 2008 - April 2011



- Led creative team across design, web, and content production
- Managed multi-channel campaigns for diverse clients, including PC Richards, LPK Law, Lindenhurst Eye, Saf-T-Swim, NY Auto Giant, Dreamland Amusements, and Elmo USA
- Delivered print projects from conception to completion, including brochures, signage, and direct mail
- Designed and developed websites
- Executed successful, competitive web campaigns focused on creative strategy and precise targeting, encompassing e-newsletters, display banners, and email blasts
- Supported TV advertising production (conception, storyboarding, editing)
- Conducted market research to inform marketing strategies

North Babylon School District Student and Substitute Teaching January 2006 - June 2008



- Student Teacher: Grades 1, 4, 5 (ALC)
- Substitute Teacher: Grades 1–12

D&S Advertising, Inc. Creative Director June 2005 - September 2007



- Produced print publications (design, typesetting, production preparation)
 - A spot color, weekly publication connecting the public with career opportunities
 - A bi-weekly, 4 color real estate publication highlighting rental properties
 - A monthly, 4 color newspaper aimed at generating leads for criminal apprehension.
- Designed, developed and maintained websites for each publication
- Designed corporate ads for clients including Sherwin Williams, Geico Direct, Salvation Army, Adecco, NBTY, Southwest Airlines, Paychex, and Best Yet Groceries, ensuring alignment with brand guidelines and messaging
- Built and managed design team, improving output and quality
- Executed integrated print and digital campaigns to support publications reach and sales efforts

Freelance Graphic Design and Creative Direction 2004 - Present



- Provided graphic design services as a contractor for multiple marketing agencies, including Minuteman Press of East Northport, Jellyfish Advertising, and The UPS Store, delivering a range of projects such as logos, print collateral, websites, and digital advertising
- Delivered ongoing freelance design services to various clients, including Peace of Mind Technologies, Elite Wireless, Dynamic Moms, K-Mac Electric, Vets "Out of the Rough," The Hoteling Group, and Attorney David Antwork, creating tailored solutions to meet each company's unique needs

EDUCATION

Modern Marketing Institute Certified Modern Marketer In progress



- Focus: Paid Social, Strategy & Media Planning, Generative AI, Google Ads Paid Search, Analytics

Dowling College Master of Science, Childhood Education NYS Certification: Elementary Education (Grades 1–6) 2006 - 2008



- Focus: curriculum planning, teaching strategies, and child development
- Participated in Dowling-Belmont Partnership Program
- Participated in American-Slovenian Collaborative Action Research Program

Farmingdale State College Bachelor of Science, Visual Communications 2002 - 2006



- Focus: graphic design, web design, and print production with training in industry-standard software
- Emphasis on: typography, branding, color theory, photography and illustration
- Study abroad: Art History (Greece)

Several Continuing Education Certifications

