



Laurie A. Bend

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Summary

CREATIVE SERVICES & MARKETING LEADER

Creative direction • Integrated campaigns • Team leadership • Brand stewardship
Mission-driven creative and marketing leader with 20+ years of experience guiding brand strategy, managing creative operations, and executing integrated marketing and communication campaigns. Proven ability to lead teams, align creative work with organizational goals, and maintain brand consistency across digital, print, and community channels. Extensive background in graphic design, nonprofit leadership, and collaborative, cross-functional environments.

Professional Experience

MARKETING & OPERATIONS DIRECTOR

Meals on Wheels of the Salinas Valley, Inc. | Salinas Valley, CA

November 2016 - Present

Lead marketing, communications, and operational strategy for a mission-driven nonprofit serving seniors throughout the Salinas Valley.

- Provide creative leadership and strategic direction for all marketing and communication initiatives, aligning campaigns with organizational goals and community impact.
- Plan, execute, and optimize integrated marketing campaigns across digital, social media, email, print, and traditional outreach channels.
- Direct the development of creative assets including copy, visual design, multimedia content, brand guidelines, and digital advertising.
- Ensure consistent messaging and brand identity across fundraising campaigns, outreach programs, donor communications, and public-facing materials.
- Supervise staff and collaborate closely with leadership, volunteers, donors, community partners, and external stakeholders.
- Manage relationships with external vendors, printers, and service providers to support project execution and campaign delivery.
- Oversee budgets, timelines, and resource allocation for marketing and outreach initiatives.
- Lead fundraising and awareness campaigns from ideation through implementation, supporting long-term sustainability and growth.
- Manage website updates, email marketing (Constant Contact), and social media platforms to strengthen engagement and visibility.
- Support organizational operations, grant writing, and community events to advance mission and service delivery.

CREATIVE DIRECTOR / PRINCIPAL

Page One Design | California, Georgia & Michigan

March 1989 - Present

Founded and led a full-service creative practice delivering branding, marketing, and communication solutions for businesses and nonprofit organizations.

- Provide creative direction and oversight for branding, marketing, and visual communication projects across print and digital platforms.
- Manage all aspects of creative operations including client strategy, project planning, budgeting, scheduling, and production.
- Lead projects from ideation and conceptualization through design, production, and final delivery.

Awards

1st Place Book Category - Publish! magazine

Exemplary Newsletter - Association of California School Administrators

1st Place Special Purpose Brochure - California School Public Relations Association North

1st Place Logo Design - Salinas Valley Business Women's Network

"Friends of Education" Award Monterey Bay Teacher's Association

"Woman of the Year" Professional Women's Network of the Monterey Peninsula

Professional Groups

Professional Women's Network of the Monterey Peninsula

Salinas Valley Chamber of Commerce

Volunteer Groups

Arts Council for Monterey County - Board chair

Girl Scouts of California's Central Coast - SU Manager

Friends of Monterey High School Theater

Parent Teacher Association MPUSD schools

CREATIVE DIRECTOR / PRINCIPAL (continued)

- Develop brand identities, visual systems, and brand guidelines to ensure consistency and clarity across all marketing materials.
- Collaborate with clients, printers, developers, and external vendors to execute high-quality deliverables on time and within scope.
- Produce logos, brochures, newsletters, proposals, marketing collateral, digital assets, and campaign materials for diverse audiences.

OFFICE MANAGER / MARKETING

Bend Chiropractic Center, Inc. | Monterey, CA

August 2002 - August 2015

- Managed day-to-day office operations, staff hiring, training, and performance evaluation.
- Planned and executed marketing campaigns and promotional initiatives to grow practice visibility.
- Developed marketing materials, forms, and patient communication tools.
- Oversaw patient intake, insurance processing, billing, scheduling, and operational workflows.
- Supported business growth through effective operations management and community engagement.

EARLY CAREER - CREATIVE & PUBLIC SECTOR COMMUNICATIONS

Graphic Arts Specialist | Santa Clara County Office of Education

Graphic Artist | City of San Jose, Parks & Recreation Department

- Designed marketing and communication materials for public-sector programs.
- Managed creative projects from concept through production.
- Trained staff in desktop publishing and graphic production techniques.

Core Skills & Expertise

Creative & Marketing Leadership

- Creative Direction & Brand Management
- Integrated Marketing Campaigns
- Team Leadership & Collaboration
- Vendor & Budget Management
- Strategic Planning & Execution

Project & Operations Management

- Project Management & Scheduling
- Resource Allocation
- Process Improvement
- Cross-functional Collaboration

Technical & Creative Tools

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat)
- Microsoft Office (Word, Excel)
- Email Marketing Platforms (Constant Contact)
- Social Media & Website Management
- Canva

Education & Leadership

Bachelor of Science | Graphic Design - San Jose State University, San Jose, CA

Leadership Monterey Peninsula - Graduate, Class of 2015

AgKnowledge | Salinas Valley - Fellow, Class of 2025

Professional Skills

Project Management | Office Management | Scheduling/Billing | Estimating

Adobe Creative Suite - InDesign, Illustrator, Photoshop, Acrobat | Canva | Marketing

Microsoft Word | Microsoft Excel | Social Media | Website Management