



I have 20+ years of experience in the agency business (marketing, advertising, client services, management and creative). Putting my marketing, design and award-winning creative skills together to create impactful solutions for clients is my passion.

I pride myself on creative and strategic thinking, responsiveness, integrity, producing a quality product and developing long-standing partnerships with my clients.

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EXPERIENCED | CREATIVE
RESPONSIVE | DEDICATED
EFFICIENT | ORGANIZED
RELIABLE | WORK-HORSE
MOTIVATED & MOTIVATING
TRUSTED | ESTABLISHED
HIGHLY RECOMMENDED



WHAT I'VE DONE

Forza Marketing . Cincinnati, OH . 2011-2016

Creative Director | Managing Director

Branding | Collateral | Strategy | Account Management | Direct Mail | Publications
Web Design | Marketing | Advertising | Media | Leadership | Event Management

Clients: The Urology Group, Visa, Mellott & Mellott, COLLOQUY, Northmark Medical Partners, Center for Addiction Treatment, PSARA Technologies, Salon M,

LMC (subsidiary of Grey Advertising) . Cincinnati, OH . 1989-2009

Senior VP | Managing Partner

Management | Media | Strategy | Advertising | Leadership | Marketing | Creative
Event Management | Financial Accountability (30% Profitability on \$3mm+ Business)

Clients: Diageo, Jose Cuervo International, Banana Boat, Kraft, Qwest Communications, Heinz, Barilla Pasta, Dairy Queen, Darden Restaurants

Laura Zazanis Design . Cincinnati, OH . 2010-Present

Freelance

Collateral | Strategy | Branding | Web Building | Publications | Marketing
Web Design | Marketing | Invitations & Greeting Cards | Photography | Pool Art

Clients: YMCA, Cincinnati Parks Foundation, Amy Tobin, Love Your Pawz, Hyde Park Blast, Dive BVI, Cincinnati Metals, Mason Family Pet Hospital, Hope Springs Institute

WHERE I LEARNED

University of Cincinnati . 1984

Bachelor of Arts, Communications

WHO I AM

Mother of Two Boys (well, almost men) | Cancer Survivor | News Junkie | Pianist
Margarita Afficianado | Amateur Photographer | Netflix Binger | Word Game Fanatic
Terrible Cook | Diehard Bengals Fan | Overall Affable Person

CLIENT TESTIMONIALS

"Laura puts her substantial design, marketing and PR skills to work in rounding out the Amy Tobin Inspired Ideas brand. From presentations to business cards, e-newsletters and holiday greetings, Laura has brought so much more than great design work through the years. I trust her insight and valuable feedback on the content, strategy and timing of my business communications. She is a pleasure to work with, and I highly recommend Laura Zazanis."

Amy Tobin | Director | The Event Center at New Riff Distillery

"This was the first time I worked with Laura, but from the start, it felt as if we'd been working together for years. She is able to take my partial ideas, musings, feelings, you name it and come up with a variety of ideas that captured what I couldn't really explain. She is my collaborator rather than someone hired for a job. I trust her insights and instincts and I'm eagerly looking forward to our next project. I recommend Laura without hesitation."

John Tarvardian | Partner | The Legato Group

"I have worked with Laura Zazanis as a freelance designer for over six years. Laura is responsive, creative and talented, offering a variety of ideas and designs on time and on budget. At the YMCA of Greater Cincinnati, Laura's marketing concepts helped us raise awareness and dollars for the annual campaign, which led to an increase in donations and donors. Her work with the Cincinnati Parks Foundation has provided the foundation for consistent messaging in a creative and fun format, which has helped us generate more awareness for the work we do and the need for funding. I have enjoyed our professional relationship and look forward to continuing our work together in the future."

Susan L. Dorward | Executive Director | Cincinnati Parks Foundation

Laura was one of the first people I met when we moved to Cincinnati years ago. She impressed me right away with her public relations savvy and marketing expertise. We worked together for a short time at Local Marketing Corporation where her talents helped clients achieve their goals. In the last few years she has been my first call for design work – I refer to her as Design 911. She's highly creative, responsive, and produces a high quality product. Laura is the first person I think of when my clients need help with design, marketing or strategy.

Kathy DeLaura | Managing Director | Partners in Change LLC

"I first saw Laura's genius in action when my husband went through a rebranding exercise for his company last year. Not only was she expedient, but she was accurate and original. She inherently understood the image he wanted to provoke. In my 20 years of corporate communication work, I don't think I've ever seen a designer make it look so easy and be so easy to work with. I was impressed, and when it came time to brand my new pet sitting business this year, I knew I had to call Laura. We just clicked. I sent her a few descriptors of what I was looking for in my logo: stylish, feminine, reflects my professionalism and would stand out among other business cards. Within two days she provided eight well thought out original designs with images. We played with the fonts and the color scheme to produce the final logo that made me feel butterflies in my stomach. Thank you, Laura – you are a rare creative genius with whom it is a pleasure to work."

Michelle Banning | Owner | Love Your Pawz™

"Laura Zazanis is more than a designer, she is an artist who takes the basics of your business and creates a masterpiece. She works in amazing details, looks at the concepts from all perspectives, and is honest and open while still respecting your vision. Hands down – first class."

Casey McNutt | General Manager, Partner | Dive BVI