



LAURA KAEPPPEL

FREELANCE PHOTOGRAPHER | GRAPHIC DESIGNER

EDUCATION

2014 - 2018 The Pennsylvania State University
BA in Intergrative Arts
in Photography, Graphic Design, and Communications

EXPERIENCE

- 2018 - pres. **MOM365 | Sales Photographer**
State College, PA
Partner with local hospitals to photograph newborn babies in the hospital room the day after they're born. Arrange photo shoots, photograph for 45 minutes, and present photo packages to the families for purchase. All done on location in the hospital room.
- 2017 **Pocono Plateau Camp and Retreat Center | Photographer/Staffer**
Cresco, PA
Photographed multiple events throughout the day, as well as composed and published daily journal entry on the camp website. Worked closely with multiple large groups of kids, ages 8-19, facilitating team building activities such as cooperative low/high rope challenge courses and outdoor activities.
- 2017 - pres. **Bradley's Cheesesteaks and Hoagies | Graphic Designer**
State College, PA
Designer of new logo, signage, and merchandise.
- 2016 - pres. **LK Photography | Owner/Photographer**
State College and Lehigh Valley, PA
Freelance Photographer
- 2016 **Christy Grace Photography | Assistant and Second Shooter**
Bethlehem, PA
- 2016 - pres. **Firecat Studio | Graphic Design Intern**
San Antonio, TX
Working with Firecat Studio to creatively assist clients in their re-branding and communications needs.
- 2016 - pres. **UPUA | Graphic Designer**
University Park, PA
Creatively assists Penn State University's student government, UPUA, in designing logos, posters, banners, flyers, merchandise, in addition to other large projects for UPUA sponsored events.
- 2015 - 2016 **FairTech Labs, LLC | Graphic Design Intern**
State College, PA
Worked closely with the entire team at FairTech to re-create, update, and improve the interface and user experience of their app, "Shelf Scouter."
- 2014 - 2015 **Penn State University Football Program | Graphic Design Intern**
University Park, PA
Worked with Penn State Football's Recruiting Department, sending home personalized mailers and flyers to potential players to make them feel welcomed to the team, along with other projects.

T: (484) 350-1790
E: laurahoepkaepfel@gmail.com
www.laurakaepfelphotography.com

ACCOMPLISHMENTS

- Logo Design | 2012-2017
Kaepfel Consulting, Millersville University Navigators, CHS School Newspaper.
- Logo Design for CASD | 2014
Design chosen by the Catasauqua Area School District school board to replace decades old logo.
- Scholastic Art Awards | 2012-2014
Two-time competitor. Received honorable mention and second place. Mixed Media, drawing.

SKILLS

Photography (individual and group portraits, weddings, special event, travel, landscape, product), Graphic Design, Logo Design, Adobe Creative Cloud, Microsoft Office

* see references upon request