



LINDSEY LAWRENCE

MARKETING COMMUNICATIONS & GRAPHIC DESIGN

ABOUT ME

Marketing communications professional and graphic designer specializing in visual storytelling, strategic content development, and audience-focused messaging. Experienced in creating engaging print and digital materials, collaborating with stakeholders, and managing projects from concept through delivery to support brand and business goals.

CONTACT

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🌐 lindseyceylon.com

EDUCATION

ADVERTISING

Bachelors of Science - Cum Laude
University of Florida

GRAPHIC DESIGN

Certificate of Proficiency
Cuyahoga Community College

PCM® DIGITAL MARKETING

American Marketing Institute

CERTIFIED DIGITAL MARKETING PROFESSIONAL

Digital Marketing Institute

SKILLS

InDesign, Illustrator, Photoshop, Lightroom, Premiere Pro (basic) Writing
Event & Project Coordination
Superpower: Attention to Detail

EXPERIENCE

GRAPHIC DESIGNER | Howard Hanna

April 2019 - Present | Mayfield Heights, Ohio

- Design marketing materials for property promotion and agent branding across print and digital channels
- Create custom assets for agents, developing concepts, messaging, headlines, and calls to action
- Write compelling listing descriptions for luxury properties
- Manage projects from request through final delivery, coordinating timelines, feedback, and revisions
- Coordinate and maintain ongoing local advertising featuring multiple properties
- Monitor work to ensure quality, accuracy, and brand consistency

GRAPHIC DESIGNER | Independent Freelance Work

January 2011 - Present | Remote

- Create marketing materials from concept to implementation that meet advertising and branding goals
- Clients include FIS Global, ZMYK Brand Resource, Cleveland Marathon, Chagrin Documentary Film Festival, Chagrin Arts, Council of International Programs, Engage! Cleveland, Jackson Grey Jewelers, and others

MARKETING & COMMUNICATIONS LEAD | Chagrin Arts (nonprofit)

June 2014 - April 2019 | Chagrin Falls, Ohio

- Developed communication strategies to promote events and drive engagement
- Served as Project Manager for the annual Performing Arts Series
- Managed event logistics, acted as master of ceremonies, and evaluated marketing performance
- Provided creative direction and designed marketing materials

CREATIVE MARKETING COORDINATOR | DME Automotive

June 2013 - June 2014 | Daytona Beach, Florida

- Provided administrative support to the sales team
- Designed direct mail pieces, worked with clients to ensure marketing goals, and helped conduct campaign effectiveness

ACCOUNT COORDINATOR INTERN | Benedict Advertising

January - June 2013 | Daytona Beach, Florida

- Acted as liaison between clients and agency
- Provided administrative and creative support
- Assisted with developing strategic advertising campaigns
- Contributed design concepts, copywriting and editing

CREATIVE INTERN | Pulse Creative

May - July 2012 | New York, New York

- Assisted Account Managers and Creative Department with designing logos, writing and editing copy, writing blog posts, capturing and editing product photos, conducting and compiling research, and preparing general cost analyses