

LINDSEY CEYLON LAWRENCE

GRAPHIC DESIGN | MARKETING & COMMUNICATIONS

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SUMMARY

Graphic designer and marketer with a background in storytelling, content creation, and brand development. I'm especially interested in the built environment and how the spaces around us shape our experiences. I combine a designer's eye with a strong instinct for messaging, creating thoughtful, engaging communications across print and digital platforms.

SKILLS

Adobe Creative Suite
InDesign, Illustrator, Photoshop,
Lightroom, Premiere Pro
Canva Pro
Short-Form Video Creation
CapCut, TikTok
Branding
Content Creation
Basic HTML/CSS
Copywriting & Storytelling
Social Media Management
Project Coordination

EDUCATION

ADVERTISING

Bachelors of Science, Cum Laude
University of Florida

GRAPHIC DESIGN

Certificate of Proficiency
Cuyahoga Community College

PCM® DIGITAL MARKETING

American Marketing Association

CERTIFIED DIGITAL MARKETING PROFESSIONAL

Digital Marketing Institute

EXPERIENCE

SENIOR GRAPHIC DESIGNER | Howard Hanna

April 2019 - Present | Mayfield Heights, Ohio

- Develop print and digital marketing materials for real estate campaigns across multiple platforms
- Write marketing content that translates complex property features into compelling narratives for target audiences
- Partner with agents to create marketing materials tailored to target audiences and marketing goals
- Developed the luxury brand, including its visual identity and marketing materials, establishing consistent brand standards
- Manage projects from concept through delivery, ensuring consistency and accuracy.

BRAND CONSULTANT & GRAPHIC DESIGNER | Freelance

January 2011 - Present | Remote

- Collaborate with clients to develop branding and promotional materials
- Clients include Cleveland Marathon, Engage! Cleveland, Jackson Grey Jewelers, Chagrin Documentary Film Festival, Chagrin Arts, FIS Global, and others
- Podcast co-host and manager of its Instagram account, creating social content to grow an engaged online community

MARKETING & EVENTS MANAGER | Chagrin Arts (nonprofit)

June 2014 - April 2019 | Chagrin Falls, Ohio

- Developed marketing strategies and promotional materials for performing arts events, lectures, and community programs
- Managed social media, email marketing, paid advertising, and website content through WordPress, including basic HTML/CSS updates
- Wrote press releases, e-newsletters, and promotional content
- Planned and coordinated events with performers, vendors, and stakeholders
- Managed marketing budgets and evaluated campaign effectiveness.

CREATIVE MARKETING COORDINATOR | DMEautomotive

June 2013 - June 2014 | Daytona Beach, Florida

- Designed direct mail marketing materials, collaborated with clients to support marketing goals, and assisted in evaluating campaign performance
- Provided administrative support to the sales team

ACCOUNT COORDINATOR INTERN | Benedict Advertising

January - June 2013 | Daytona Beach, Florida

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