



LINDSEY CEYLON LAWRENCE

LUXURY & LIFESTYLE MARKETING | DESIGN & BRAND STORYTELLING

✉ walshhr@gmail.com ☎ 561-523-9137 🌐 lindseyceylon.com

SUMMARY

I build brands that feel as good as they look. With a background in luxury and lifestyle marketing, I combine design, storytelling, and creative direction to create work that's cohesive, elevated, and actually connects. I'm known for my sharp eye for detail and thoughtful feedback that pushes work from good to great.

SKILLS

Adobe Creative Suite

InDesign, Illustrator, Photoshop, Lightroom, Premiere Pro

Short Form Video Creation

TikTok, CapCut

Canva Pro

Art Direction

Brand Identity & Visual Systems

Copywriting & Storytelling

Social Media Management

Event Planning & Promotion

Project Management

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

EXPERIENCE

SENIOR GRAPHIC DESIGNER | Howard Hanna

April 2019 - Present | Mayfield Heights, Ohio

- Create print and digital content for real estate marketing, aligning visuals and messaging with brand standards
- Write property descriptions and marketing content, translating complex features into compelling, narrative-driven stories
- Review and guide creative work to maintain brand standards, while identifying ways to streamline processes and improve project flow
- Manage projects from concept through delivery, balancing timelines while maintaining consistency and accuracy
- Lead creative for the company's luxury brand, including visual identity and high-end marketing materials

BRAND CONSULTANT & GRAPHIC DESIGNER | Freelance

January 2011 - Present | Remote

- Partner with clients to develop visual branding and promotional materials aligned with business goals
- Clients include Cleveland Marathon, Engage! Cleveland, Jackson Grey Jewelers, Chagrin Documentary Film Festival, Chagrin Arts, FIS Global, and others

MARKETING & EVENTS MANAGER | Chagrin Arts (nonprofit)

June 2014 - April 2019 | Chagrin Falls, Ohio

- Led creative direction and marketing strategy for performing arts programming, ensuring cohesive brand presence across all channels
- Developed and executed marketing strategies to increase attendance and engagement
- Managed social media, email marketing, and paid campaigns to improve audience reach
- Wrote press releases, e-newsletters, and promotional content for performing arts events
- Planned and coordinated event programming with performers, vendors, and stakeholders

CREATIVE MARKETING COORDINATOR | DMEautomotive

June 2013 - June 2014 | Daytona Beach, Florida

- Designed direct mail pieces, worked with clients to ensure marketing goals, and helped conduct campaign effectiveness
- 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

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