



LINDSEY CEYLON LAWRENCE

LIFESTYLE MARKETING & GRAPHIC DESIGN

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

SUMMARY

Creative marketing professional with a background in luxury and lifestyle brands.

Skilled in storytelling, content creation, social media, and project management. Podcast host and manager of its Instagram account and online community.

Seeking a marketing role that blends brand strategy and experience-driven initiatives.

SKILLS

Adobe Creative Suite

InDesign, Illustrator, Photoshop, Lightroom

Canva Pro

Short-Form Video Creation

CapCut, TikTok

Copywriting & Storytelling

Event Planning & Promotion

Public Relations & Media Outreach

Project Management

Superpower: Attention to Detail

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

- Design marketing materials that promote properties and reinforce Howard Hanna and agent branding across print and digital channels
- Create custom assets, including concepts, messaging, headlines, and calls to action
- Write luxury listing descriptions and marketing copy for high-end real estate properties
- Manage projects from concept through final delivery while ensuring brand consistency
- Lead designer for the Company's luxury brand, including redesign of logo and materials

BRAND CONSULTANT & GRAPHIC DESIGNER | Freelance

January 2011 - Present | Remote

- Collaborate 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

- Developed marketing strategies to promote performing arts events and increase attendance and community engagement
- Managed social media, email marketing, and paid advertising campaigns
- Planned event programming and managed logistics with performers, vendors, and internal stakeholders
- Led creative direction and designed promotional materials for events and initiatives
- Coordinated public relations efforts, including writing press releases and media outreach
- Managed marketing budgets and evaluated campaign effectiveness

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
- Provided administrative and creative support

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