

LINDSEY CEYLON LAWRENCE

MARKETING & COMMUNICATIONS | LUXURY & LIFESTYLE



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lindseyceylon.com

SUMMARY

Marketing and communications professional with experience developing compelling visual and written content across print and digital platforms. Skilled in marketing coordination, graphic design, brand management, content creation, and copywriting.

Passionate about creating meaningful experiences that connect with people and bring brands to life.

SKILLS

Adobe Creative Suite

InDesign, Illustrator, Photoshop,
Lightroom

Canva Pro

Short-Form Video Creation

CapCut, TikTok

Branding

Content Creation

Copywriting & Storytelling

Social Media Management

Project Coordination

Event Planning & Promotion

Public Relations & Media Outreach

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 property features into engaging, lifestyle-focused messaging
- Partner with agents to create marketing materials tailored to target audiences
- Developed the luxury brand, including its visual identity and marketing materials that established consistent brand standards

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 content and growing an engaged online community

MARKETING & EVENTS COORDINATOR | 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, website content, email marketing, and paid advertising
- Planned events and managed logistics with performers, vendors, and stakeholders
- Developed promotional content and 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 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

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