LINDSEY CEYLON LAWRENCE

MARKETING STRATEGY | BRAND DEVELOPMENT | CREATIVE DIRECTION

walshhr@gmail.com 561-523-9137 lindseyceylon.com

SUMMARY

Creative marketer experienced in advertising, design, storytelling, and marketing strategy, with professional certifications in digital marketing. I combine a designer's eye with a strong instinct for messaging to create thoughtful and 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

Copywriting & Storytelling

Marketing Strategy & Event Planning

Social Media Management

Paid Social Advertising

Email Marketing

Project Coordination

EDUCATION

ADVERTISING
Bachelor 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 quality 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 build and engage an online community

MARKETING & EVENTS MANAGER | Chagrin Arts (nonprofit)
June 2014 - April 2019 | Chagrin Falls, Ohio

- Developed marketing strategies to promote performing arts events, lectures, and community programs
- Managed social media, email marketing, Facebook ads, and website content
- Wrote press releases, articles, and e-newsletters, and surveyed audiences to understand their interests
- Created a free community music crawl alongside an established arts event, partnering with local restaurants to extend visitor engagement, support local businesses, and introduce new audiences to Chagrin Arts
- Planned events and built partnerships with performers, venues, local businesses, retirement communities, and other organizations
- Managed a limited marketing budget 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