

LINDSEY C. WALSH

marketing & graphic design

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experience

DIRECTOR OF MARKETING, CHAGRIN ARTS

June 2014 - Present | Chagrin Falls, OH

- Develop all communication strategies, including event promotion through print and broadcast advertising, public relations, direct mail, email and social media. Act as Lead Project Manager for the organization's annual Performing Arts Series, manage event logistics to ensure smooth execution and satisfaction of both patrons and performers, perform master of ceremonies duties at events, and analyze marketing effectiveness. Provide creative direction and design all marketing materials.

GRAPHIC DESIGNER, INDEPENDENT FREELANCE WORK

January 2011 - Present

- Create various marketing collateral from concept to implementation that meet the client's unique advertising and branding goals. Clients include FIS Global, Chagrin Arts, the Chagrin Valley Chamber of Commerce, Council of International Programs, Engage! Cleveland, Jackson Grey Jewelers, and various independent projects.

CAMPAIGN CREATIVE MANAGER, DME AUTOMOTIVE

June 2013 - June 2014 | Daytona Beach, FL

- Provided creative direction and administrative support to the sales team. Guided the creative department in designing new direct mail pieces, worked with clients to ensure marketing goals were met, and helped conduct campaign effectiveness.

ACCOUNT COORDINATOR INTERNSHIP, BENEDICT ADVERTISING

January - June 2013 | Daytona Beach, FL

- Acted as liaison between clients and the agency. Provided administrative and creative support, and ensured all projects were on schedule. Helped develop strategic advertising campaigns, contributed design concepts, and assisted in copywriting and editing.

CREATIVE INTERNSHIP, PULSE CREATIVE

May - July 2012 | New York, NY

- Assisted Account Managers and Creative Department with designing logos, writing and editing copy for marketing campaigns, brainstorming taglines, writing blog posts, capturing and editing product photos for digital application, conducting and compiling research, and preparing general cost analyses.

education

ADVERTISING, UNIVERSITY OF FLORIDA, 2012

Bachelors of Science, Cum Laude | Theatre Minor

GRAPHIC DESIGN, CUYAHOGA COMMUNITY COLLEGE, 2018

Certificate of Proficiency (33 Credit Hours)

skills

Adobe Photoshop, InDesign, Illustrator, Lightroom - Advanced
Adobe After Effects, Premiere Pro - Basic Working Knowledge
HTML and CSS - Basic Working Knowledge
PC and Mac Proficient

Salesforce, Giftworks,
MailChimp, SurveyMonkey,
MS Office, PowerPoint

leadership

Leadership Council Member, Engage! Cleveland, 2016 - Present

President, Chagrin Valley Young Professionals Group, 2015 -2018

Publicity Director, Dancin' Gators, 2011 - 2012