



# LINDSEY LAWRENCE

GRAPHIC DESIGN & MARKETING

## ABOUT ME

Passionate about strategic storytelling and the intersection of design and digital marketing. Skilled in creating visually engaging content and compelling messaging, with growing expertise in content strategy, SEO, analytics, social media and more. Excited to blend design with data-driven strategy to help brands tell their story and better connect with their audiences.

## CONTACT

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 [lindseyceylon.com](http://lindseyceylon.com)

## 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

## SKILLS

InDesign, Illustrator, Photoshop,  
Lightroom, Premiere Pro (basic)  
Writing  
Event & Project Coordination  
Superpower: Attention-to-Detail

## EXPERIENCE

### SENIOR GRAPHIC DESIGNER | Howard Hanna

April 2019 - Present | Mayfield Heights, Ohio

- Lead designer for the Company's luxury brand, including rebrand of logo and marketing materials
- Manage agent-side luxury offerings and serve as the liaison between agents and the Company's luxury brand, ensuring alignment with high brand standards
- Write compelling listing descriptions for marketing luxury properties
- Design custom marketing materials as requested by agents and act as account coordinator to streamline the process
- Manage ongoing local advertisements featuring multiple listings
- Review junior designer's work to ensure high quality

### GRAPHIC DESIGNER | Independent Freelance Work

January 2011 - Present | Remote

- Create marketing materials from concept to implementation that meet advertising and branding goals
- Clients include FIS Global, ZMYK Brand Resource, Chagrin Documentary Film Festival, Chagrin Arts, Council of International Programs, Engage! Cleveland, Jackson Grey Jewelers, and others

### DIRECTOR OF MARKETING | Chagrin Arts (nonprofit)

June 2014 - April 2019 | Chagrin Falls, Ohio

- Developed communication strategies, including event promotion
- Lead Project Manager for annual Performing Arts Series
- Managed event logistics, acted as master of ceremonies, and analyzed marketing effectiveness
- Provided creative direction and designed marketing materials

### CAMPAIGN CREATIVE MANAGER | DME Automotive

June 2013 - June 2014 | Daytona Beach, Florida

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

### ACCOUNT COORDINATOR INTERN | Benedict Advertising

January - June 2013 | Daytona Beach, Florida

- Acted as liaison between clients and agency
- Provided administrative and creative support
- 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, brainstorming taglines, writing blog posts, capturing and editing product photos, conducting and compiling research, and preparing general cost analyses