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# LINDSAY MARCUS

Graphic Designer with an interest in creating the most effective and enticing pieces possible. Over eight years of experience creating, developing and marketing print and web related materials for clients. Also has experience with building email campaigns, managing marketing automation platforms, and producing social media posts.

## EXPERIENCE

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Jan 2014 | present

### **Freelance**

#### **Freelance Graphic Designer**

Support client's in thoroughly examining their resumés and providing a fresh, new look for their career. Create, update and edit files through InDesign, Illustrator and Photoshop. Successfully manage multiple projects from concept to final product under tight deadlines.

Nov 2016 | Jul 2017

### **Atlas General Insurance Services, LLC**

#### **Digital Marketing Specialist**

Designed internal and external print materials to increase client database. Utilized their marketing automation platform to create landing pages and email campaigns to promote Atlas' products and services. Increased email open/click rate and sales calls by creating effective emails.

Aug 2014 | Oct 2015

### **Vantage Deluxe World Travel**

#### **Creative Production Designer**

Built art and copy layouts for catalog, direct mail, and print projects on a tight deadline. Maintained strong relationships with print vendors from creation to print. Reviewed digital and print proofs for overall printability.

Nov 2011 | Oct 2013

### **Marlboro Nissan**

#### **Internet Marketing Manager**

Routinely executed pictures and customization of inventory. Supervised and posted on social media sites such as Facebook, Twitter and Instagram. Optimized data by monitoring Google Analytics, SEO and keyword searches and ensuring adequate service usage. Formed data sheets, email campaigns and industry related collateral while preserving the company's brand identity.

## EDUCATION

2007-2011

### **Lasell College**

Bachelor's Degree,  
Major in Graphic Design

## SKILLS

Adobe Creative Suite CC  
Microsoft Office 2016  
Hubspot (Inbound Certified)  
HTML/CSS, Wordpress  
Salesforce  
CRM Systems (Wrike/Asana)

## CONTACT

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