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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

Feb 2018 – present
ENVI Marketing
San Diego, CA

Graphic Designer

Design, develop and implement social media layouts and marketing materials, while working closely with manager to produce projects in a timely manner. Recommend and consult with clients the best design options based on their goals.

Jan 2014 – present
Freelance
Remote

Freelance Graphic Designer

Obtain input from clients to create print and digital marketing/branding pieces. Develop high quality business collateral including resumés, logos, flyers, advertisements, and web assets. Deliver final products under tight deadlines.

Nov 2016 – Jul 2017
Atlas General Insurance Services, LLC
La Jolla, CA

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
Boston, MA

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
Marlborough, MA

Internet Marketing Manager

Routinely executed pictures and customization of inventory. Supervised and posted on social media sites (Facebook, Twitter and Instagram.) Monitored and researched data through Google Analytics, SEO and keyword searches. Formed data sheets, email campaigns and industry related marketing collateral while preserving the company's brand identity.

EDUCATION

2007-2011
Lasell College
Bachelor's Degree

SKILLS

Adobe Suite CC HubSpot (Inbound Certified)
Microsoft Office 365 Salesforce
HTML/CSS, Wordpress CRM Systems (Wrike/Asana)

CONTACT

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