


Lindsay Marcus

GRAPHIC DESIGNER

Creative professional with 8+ years of experience in designing layouts for promotional materials, web design and creating social media posts seeking a Mid-Level Graphic or Visual Designer position. Highly organized with ability to successfully run multiple projects simultaneously, flexible problem-solver able to adapt to changing circumstances and needs, experience working with print media, HTML and Wordpress.

CONTACT

 4401 Topa Topa Dr, La Mesa

 774-278-8154

 missmarcus.com

 lmarcus12@gmail.com

EDUCATION

Designlab (online) 2018

UX Research & Strategy

Lasell College 2007-2011

Bachelor's Degree

EXPERTISE

- Adobe InDesign, Photoshop, Illustrator, Acrobat, Bridge
- Microsoft Word, Outlook, PowerPoint, Excel
- Wordpress
- Web Design/HTML
- HubSpot
- Constant Contact
- Salesforce
- Wrike
- HootSuite
- Google Analytics
- Asana
- User Experience

EXPERIENCE

GRAPHIC DESIGNER | Point Loma Nazarene University / Aug 2018 - Present

- Implement digital and non-digital content strategies for new program launches related to content marketing, email marketing, web analytics, search engine marketing, social media, collateral development and microsites
- Serve as content area expert on programs' audiences, goals, and competition
- Conduct research, develop content and implement digital strategies
- Collaborate with marketing team on projects such as brochures, video/TV production, radio and web advertising, custom web pages, and microsites
- Participate in vendor project management

GRAPHIC DESIGNER | Freelance / 2014 - Present

- Create logos, advertising graphics, and flyers for small businesses
- Design unique résumés using aesthetic design concepts
- Incorporate information into designs to accurately reflect client visions
- Ensure 100 percent customer satisfaction by presenting art to client and giving a chance for feedback
- Generate ideas that resonate with clients' target customers. 75 percent of clients report increased revenue and new customers after obtaining my services

DIGITAL MARKETING SPECIALIST | Atlas General Insurance / Nov 2016 - Jul 2017

- Designed internal and tradeshow promotional materials to increase client database
- Utilized a marketing automation platform to create landing pages and email campaigns to promote Atlas' products and services
- Increased email open/click rate and sales calls 6 percent by creating effective emails
- Maintained Atlas' website with up-to-date content

PRODUCTION DESIGNER | Vantage Deluxe World Travel / Aug 2014 - Oct 2015

- Selected colors and designed layouts for catalogs, pamphlets, direct mail, and print projects on a tight deadline
- Created new design method that saved the company 7 percent in annual spending, and increased earnings by 4 percent
- Reviewed final product and made necessary changes before sending out the product

INTERNET MARKETING MANAGER | Marlboro Nissan / Nov 2011 - Oct 2013

- Routinely executed and edited pictures of inventory to upload to the website
- Developed a daily social media posting approach that increased likes and shares on social media by 10 percent, and increased earnings by 3 percent
- Monitored and researched data through Google Analytics, SEO and keyword searches