



LINDSAY RODRIGUEZ

ART DIRECTOR

Hello

My name is Lindsay Rodriguez. I'm an innovative Art Director, freelance photographer, graphic designer & account brand manager with over 8 years experience. I live in Florida, but work with clients all over the United States. Take your time, review my resume, skills, some of my work and experience, and when you are ready I would love to formally introduce myself.

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EDUCATION

BACHELOR / GRAPHIC DESIGN & PHOTOGRAPHY *Florida State University / 2007- 2011*
Graduated Cum Laude with Bachelor of Fine Arts Degree in Graphic Design, Minor in Photography

High School Diploma *Bishop Moore Catholic High School / 2003 - 2007*

EXPERTISE

ACCOUNT & BRAND MANAGEMENT
GRAPHIC DESIGN
ADVERTISING & DIGITAL MARKETING
PHOTO EDITING & PHOTOGRAPHY
COPYWRITING
BRANDING & CONTENT CREATION
SOCIAL MEDIA MANAGEMENT
CLIENT RELATIONS MANAGEMENT & NETWORKING
TYPOGRAPHY

TECH SKILLS

ADOBE PHOTOSHOP / ADOBE ILLUSTRATOR / ADOBE LIGHTROOM/ ADOBE INDESIGN/
SOCIAL MEDIA PLATFORMS/ WORDPRESS / MS OFFICE / GOOGLE BUSINESS / MAC
APPLICATIONS / GOOGLE ANALYTICS CERTIFICATION

INTERESTS

PHOTOGRAPHY/ ADVERTISING / FASHION / TRAVELING / WRITING / MARKETING / FOODIE /
RESEARCH & TRENDING / MUSIC

PERSONAL SKILLS

BRAND MANAGEMENT



CLIENT RELATIONS MANAGEMENT



CREATIVE DIRECTION



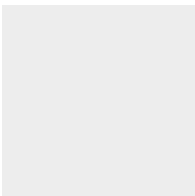
PHOTOGRAPHY/ EDITING



DESIGN & CONTENT CREATION



COPYWRITING



EXPERIENCE

ART DIRECTOR

Honey Media Creative Agency / Orlando / 2 years

Creates brand strategies and voice through innovative campaigns and out of the box concepts to target the client's desired audience. Works with Creative Director to strategize pitch offerings after initial brand research and analysis has been conducted. Works as a team player, brainstorming with each team member to create authentic and unique designs to set our client's brand apart. Manages the recruitment of new team members, under the oversight of the Creative Director, and trains them through our own agency standards. Responsible for the reviews and initial approval of designs, copywriting, CRM, video/photo, content and branding concepts created by the team. Works with Creative Director to create mood boards, sketches and slides for client's approval. Directed and produced photography shoot for various clients, while also shooting and editing for certain clients, myself. Assisted in media production and advertising campaign for large rebranding of a major client.

ART DIRECTOR/ PHOTOGRAPHER

Sophie & Trey, Inc. / Orlando / 5 years

Responsible for all aspects of design, creation & management (graphic/photo- graphic & art content) for website and four stores. Developed weekly pitches of web content and sales promotions with CEO's & web designers, as well as planned creative content for the upcoming month to promote product awareness and brand identity. Negotiated and managed ever-changing site functionality to create the most efficient shopping experience for online consumers. Designed and created all material used on website, logos, tags, merchandise, store-fronts, web advertising, posters, promotional signs, business cards and all creative outputs. Created social media ads and Google ad platforms, generating over a 300% increase in website traffic, as well as 70% increase in conversions. Identified the need for viral outreach, conceptualizing live promotions, blog creations, & collaborative YouTube videos. Managed all four stores, covering all managerial duties. Led updating team with product data entry, trend names and seasonal category placement. Directed inventory specialist with photo shoot set up and trending products. Scheduled upcoming products for arrival in stores and online. Directed, photographed & edited weekly in-studio and on location shoots. Grew from being the sole web content creator to leading a team of seven data specialists, inventory specialist, and technical employees.

EXTRA INFORMATION

FREELANCE EXPERIENCE

- Design graphics, handle influencer outreach and management, and assist in copywriting for multiple online Children Boutiques on the west coast.
- Designed the terminal boards & marketing collateral for Orlando Attraction, Icon Orlando.
- Directed the rebranding and expansion of a new Medical Spa, assisting in the management and overall consulting of the business and team. Delegated duties to employees and trained new hires. Managed and created all Google ads and social media ads for business expansion. Conducted market research for the industry and competitors, leading to the creation of a new marketing initiative that grew revenue 61% in one quarter.



R E F E R E N C E S

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