



LYNDSAY CLARK

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EDUCATION

BFA Interior Design | Iowa State University
Ames, IA

College of Design Study Abroad Program
Rome, Italy

SKILLS

- Web Design
- Graphic Design
- Microsoft Office
- Adobe Creative Suite
- Computer Rendering
- Content Management
- Brand Development

EXPERIENCE

ICE Technologies, Inc. | Marketing/Communications Coordinator
Pella, IA | August 2010 - Present

Conceived, designed and continue to maintain a new company website utilizing Wordpress, graphic design, copywriting and crowdsourcing.

Facilitated a content strategy and management across different digital mediums including website, email newsletter, trade shows and social media.

Responsible for brainstorming and producing all video including client testimonials, explanatory and service videos; contracted with a video editing company and oversaw all revisions before release.

Developed a trade show strategy where my responsibilities included the design and organization of the booth as well as attending the shows and interacting with clients about our services.

Worked with our company executives to create a new brand defining the right customer and how to implement a smart marketing strategy with the right person in mind.

Lee Jofa | Product Intern

New York, NY | Summer 2009

Created and developed boards to present to various licensors an overall concept of the project.

Interacted with the clients throughout various stages of the creative process - from inspiration through the final layout of the project.

Designed a variety of color concepts for textiles to be reviewed for final selection in a Suzanne Rheinstein collection.

by Design Furniture | Design Intern

Des Moines, IA | 2003-2009

Helped in the design, implementation and maintenance of the company website using WordPress.

REFERENCES

Contact me via phone or email for a list of references.

Assisted designers in material and furniture selection; helped them put together presentations to give to clients using different Adobe programs.

Instructed and implemented the use of SketchUp to designers through the creation of an Instruction Manual and tutorials.