

Lindsay Jo Crenshaw

Senior Marketing Designer

727-303-6888 • Hagerstown, Maryland • LindsayJoDesign@Gmail.com • LindsayJoDesigns.com/Portfolio

Graphic, Digital, and Print Marketing Design | StoryBrand Copywriting | Illustration

Curious and thoughtful illustration-focused designer with over 15 years of graphic design experience. Experienced in managing client projects and campaigns. Expert in consistent brand adherence to create a unified visual experience across all channels. Adept at exploring diverse design styles, color theory, typography, and visual hierarchy for creative work that has impact. Skilled in crafting story-based written content that uses consumer sales psychology principles to create emotional connection with customers.

PROFESSIONAL EXPERIENCE

Marketing Designer at Lindsay Jo Designs - Hagerstown, Maryland October 2018 - March 2024

- Designed bespoke digital, branding, print, and web marketing materials such as landing pages using Adobe Creative Suite - created in a flexible array of design styles and ensured great attention to detail for all projects for over 55 unique clients
- Planned print and web marketing projects, producing materials that boosted clients' product sales and service bookings
- Researched and wrote storytelling-focused copy and content for client's websites, social media, and print design
- Worked closely with printers to conceptualize interior & exterior signage and graphics for brick-and-mortar projects
- Developed full website experiences that included market research, content planning, copywriting, and special functionalities such as libraries, memberships, digital product upsells, and high-performing social media campaigns

Lead Designer at GoTeka - Tampa, Florida

July 2017 - October 2018

- Assisted Art Director to produce marketing content that educated and attracted new agency clients
- Created video, email, landing pages, direct mail, brochure, print and digital design solutions for our 25+ unique annual clients - all designs crafted to meet their unique branding and application needs, from local cafes to global nonprofits

Designer at Affinativ (AutoLoop) - Clearwater, Florida

November 2010 - August 2016

Produced in-house automotive email campaign designs and led the Toyota team for my last 1.75 years

- Collaborated with Toyota brand managers to ensure strict branding adherence on all email campaigns
- Explored creativity within Toyota branded dealership emails, boosting vehicle service appointments and auto sales
- Managed production pipeline, met vital marketing deadlines, and balanced workloads of 4 team members

TECHNICAL + PROFESSIONAL SKILLS

Adobe Creative Suite • A/B Testing • Web and Landing Page Design • Graphic Design • Logo Design • Branding • Copywriting • Creative Problem Solving • Content Strategy • Marketing Campaign Management • Basics of UX & UI Design • Customer Service • WordPress • Elementor Pro • Print Design • Attention to Detail • Color Theory • Typography • Visual Hierarchy • Clear & Friendly Communication