




LINDSAY SCOTT

M.A. Candidate
Writing, Rhetoric, and Media

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 Raleigh, NC

 lindsayascott

SUMMARY

Graphic designer with experience in building social media audience reach, developing consistent branding guidelines, and creating digital designs using multiple tools and technologies.

CLIENT PROJECTS

Book Cover Designer

- *Manhattan Transfer*, Clemson University Press, 2020.
- *Clemson University: A Campus Coloring Book*, Clemson University Press, 2020.

Credit Sequence Developer/Designer

- *The Wordman* (film), ParlorFlix, 2020.

Logo Designer

- Aquatic Management Group, Raleigh, NC, 2019.
- UNCW History Hub, Wilmington, NC, 2019.
- Wilmington Rail Trail, Wilmington, NC, 2019.

Branding Guide Developer

- *Instagram Branding Guide*, Bellamy Mansion Museum, Wilmington, NC, 2018.

SKILLS

- Microsoft Office - Adobe Creative Cloud
- Social Media Management - Content Strategy
- Website Design (Basic HTML5 & CSS)
- Programming (Python) - Autodesk MAYA

WORK EXPERIENCE

Graphic Designer

Various Companies | Jan 2019 - Present

- Independently contracted for variety of graphic content (i.e., logos, book covers, promotional flyers, etc.)
- Experienced in academic and non-academic work
- See "Client Projects" for full list of designs

Community Engagement Intern

Wilson Center at CFCC | Jan 2019 - May 2019

- Designed promotional materials (i.e., flyers, agendas, etc.) to increase audience reach
- Performed demographic survey analysis
- Planned community partner events with dance residencies

Instagram Content Strategy Intern

Bellamy Mansion Museum | Aug 2018 - Dec 2018

- Increased and maintained 90% viewer reach for four months
- Developed consistency with company brand
- Designed social media graphics to ensure strong, consistent social media presence

EDUCATION

Clemson University

Master of Arts in Writing, Rhetoric, and Media | May 2021

- Graduate Assistant in Advising (2019 to 2020)
- Teaching Assistant in First Year Composition (2020 to 2021)

University of North Carolina Wilmington

Bachelor of Arts in English (Professional Writing) | May 2019

- GPA: 3.88
- Minor in Digital Arts
- Level II Certification in Writing Services
- President of Sigma Tau Delta – Alpha Alpha Upsilon (2018 to 2019)
- Public Relations Officer for National Residence Hall Honorary – Psi Phi (2018 to 2019)