

# Lacey Robinson

Graphic Designer

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laceyrobinson.com



I've been in the marketing industry for almost a decade. Classically trained as an art director, I've had my fingers in quite a few pots. From in-house graphic designer, UX designer and A/B tester, to social media and email campaign manager and lastly an experiential field marketing manager, I've seen and partaken in almost every platform and format of advertising. Over time, I've honed my leadership and the problem solving skills to lead teams and campaigns to success!

## WORK EXPERIENCE

### REFERENCES

**Caroline Baxter**  
7Stages Manager  
clhuftalen@gmail.com  
(770) 375-6401

**David Paul Lord**  
Atlanta Waterworks  
Owner  
dlordshouse@  
mindspring.com  
(678) 361-7792

### FUN FACT

I'm also a profession stuntwoman, you might have caught a flash of me on The Walking Dead, Stranger Things and DC's Doom Patrol. Feel free to check my [IMDB page](#).

### 2015 - PRESENT

7Stages, PEDS,  
Atlanta Waterworks  
Atlanta, GA

### FREELANCE GRAPHIC DESIGNER

- After my transition from Austin to Atlanta, I have remained a freelance graphic designer for several local companies including 7Stages, PEDS, Atlanta Waterworks and more. My services range from logo creation, digital and print assets, to WordPress website design and execution.

### 2017 - 2019

OnUp Experience  
GMR Marketing  
Atlanta, GA

### TEAM LEAD BRAND AMBASSADOR

- Represented Suntrust in their family-friendly, interactive fan zone at Battery Park. Communicate brand objectives with technology based games. Rotate with other leads to open and close space as well as manage a team of brand ambassadors.

### 2013 - 2015

Grimefighter  
Avast Antivirus  
Austin, TX

### E-MARKETING SPECIALIST

- Serviced as an in-house graphic designer, Community manager, EX designer, A/B tester, managed email campaigns, executed PR campaigns to foster good will towards our brand and gather customer feedback and reviews.

### 2011 - 2013

Keep Austin  
Gorgeous Salon  
Austin, TX

### FREELANCE GRAPHIC DESIGNER

- Served several clients like Keep Austin Gorgeous and A+ Federal Credit Union for whom I maintained a cohesive brand experience while I designed for their expanding digital and print needs.

## EDUCATION

### 2006 - 2011

Austin, TX

### UNIVERSITY OF TEXAS AT AUSTIN

Advertising, B.S.  
Asian Studies: Chinese, B.A.  
Business Certificate from McCombs School of Business