

DESIGN ILLUSTRATION BRANDING

OLIVE LYNCH

COLORS AND FEELINGS

I'm a creative professional based out of Atlanta, Ga. I have 9 years experience as a Graphic Designer and Art Director in a marketing environment. My focus is on user experience and brand management.

TLDR; I solve problems using colors and feelings.

Director of Marketing

Nuesoft Technologies, Inc. | Dec 17 -

Oversees all department operation. Responsible for all lead generation efforts, content marketing, organic and paid channels. Implemented marketing automation and client management software across the marketing and sales departments.

Creative Marketing Manager

Nuesoft Technologies, Inc. | June 15 - Dec 17

Worked with the director and analytics team on content strategy. Spearheaded a company-wide rebrand. Led the creative team and delegated tasks to content producers, as well as produced and edited content myself.

Senior Web Designer

Nuesoft Technologies, Inc. | June 13 - June 15

Managed all wireframing and skinning of the website, landing pages, emails, content pieces, and yes, even physical documents (direct mail, branded swag, etc.). Worked collaboratively with the development team, to create beautiful web experiences on tight deadlines

Graphic Designer

Freelance | May 11 - Present

I've worked with many different kinds of clients' including start-ups, furniture stores, and performing artists.

BFA, Printmaking BA, Creative Writing

GSU | Magna Cum Laude | 2011

President GA Printmakers workshop.

PEG Program Recipient

Mary Baldwin University | 2006

SOFTWARE

Illustrator	██
Photoshop	██
Indesign	██
Premiere	██
Powerpoint	██

CONTACT

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