




# Lindsey LeSchack

Marketing & Design Specialist

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lindseyleschack

## EDUCATION

**B.A. SPANISH AND  
INTERNATIONAL BUSINESS**  
Clemson University  
May 2023

## INVOLVEMENT

Kappa Delta Sorority  
Order of Omega Honor Society  
Spanish Professional Society  
Women in Business Club  
Clemson Marketing Association  
Clemson Event Planner Association

## SKILLS

Conversational Spanish  
Digital Marketing  
Graphic Design  
Communications  
Event Coordination  
Adobe Creative Suite  
Global Competence  
Project Management  
Leadership  
Collaboration  
Problem Solving  
Time Management

## SUMMARY

Driven, innovative, and goal-oriented young professional with proven skills in marketing, leadership, graphic design, event planning, and communication. Seeking postgraduate opportunities that will allow me to leverage my skills in digital marketing, design, or event planning.

## PROFESSIONAL EXPERIENCE

### GRAPHIC DESIGN INTERN

Clemson Campus Recreation | Clemson, SC | Jan 2023 – Present

- Demonstrating an extensive knowledge of graphic design software programs including Adobe Illustrator, Adobe Photoshop, and Adobe InDesign.
- Assisting in brand management for Clemson University by designing materials in accordance with brand guidelines.
- Collaborating with clients, the graphic design team, and the communications team to meet expectations and deliver projects by the deadline.
- Designing original visual communications such as print materials, social media graphics, and television advertisements.

### DIGITAL MARKETING & DESIGN INTERN

Pearce Center | Clemson, SC | Aug 2022 – Dec 2022

- Developed skills in communications, digital marketing, and graphic design through the completion of client-based projects.
- Successfully spearheaded two project teams through effective communication and collaboration with team members and clients.
- Pioneered the layout and design of the 2022-2023 annual UPIC Magazine.
- Creating content for and managing several digital marketing channels for multiple clients.

### NATIONAL MEETINGS & CONFERENCES INTERN

Ducks Unlimited, Inc. | Memphis, TN | May 2022 – Aug 2022

- Assisted in the planning and execution of Ducks Unlimited's 85th National Convention with attendance of over one thousand individuals and record-setting fundraising levels.
- Collaborated with several teams to coordinate accommodations, marketing materials, events, meeting, merchandise, scheduling, and general logistics for the convention.
- Demonstrated a strong ability to multi-task, think creatively, problem-solve, and communicate effectively.

### MARKETING INTERN

Lemon Yoga Sevilla | Seville, Spain | Jan 2022 – May 2022

- Managed and designed visual and written communications for several marketing channels to grow overall engagement on social media by 40%.
- Demonstrated the strong ability to listen to, speak, and write Spanish in a professional setting.
- Directed the creation and implementation of new marketing strategies and campaigns in a foreign market.
- Analyzed industry trends and competitor marketing to introduce new ideas.