

# LINDSEY J. CARDELL

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## STATEMENT

As a multifaceted storyteller, I intentionally craft narratives that span written articles, graphic design projects, photography projects, video productions, and marketing campaigns for social media, email, and website. With over six years of experience, my expertise and versatility as a visual and written content creator are evident from the range of projects highlighted on my portfolio.

## WORK EXPERIENCE

- Communications Specialist, Department of Communication Arts** 10/2024 – Present  
University of Wisconsin–Madison  
Madison, Wisconsin  
Tell the department’s story to mass audiences through numerous creative forms such as print and digital newsletters, social media, news articles, photography, website content and design, and video productions. Complete multi-media fundraising campaigns that engage with alumni and have collectively raised over \$40,000. Assist with course promotion to maintain the strength of class offerings for students. Manage social media, track growth over time, and strategize content that will be engaging for an array of audiences. Build and maintain relationships with internal and external stakeholders to bolster long-term communications projects and goals.
- Graphic Designer** 09/2021 – 09/2024  
Pop-Dot Marketing  
Madison, Wisconsin  
Creatively led projects specialized in photography, photo editing, graphic design, email marketing, and website design. Collaborated with creative directors, copywriters, and strategists to execute project objectives and craft visually enticing work. Communicated clearly with team members and clients. Stayed exceptionally organized with workload, deadlines, and time tracking.
- Communications Intern** 06/2020 – 06/2022  
Adult Literacy Center of Ozaukee County  
Grafton, Wisconsin  
Redesigned website for user experience and brand consistency. Translated website into over 20 languages to create an accessible resource for students learning English as a second language. Designed campaign materials for two fundraisers that collectively raised over \$25,000. Managed and created content for social media. Interviewed students and wrote stories for appeal letters and grant applications. Redesigned the organization’s logo.
- Graphic Design Assistant, University Housing** 09/2020 – 06/2022  
University of Wisconsin–Madison  
Madison, Wisconsin  
Worked on design projects ranging from food truck wraps, multi-media recruitment campaigns, drag bingo advertisements, housing campaigns, and various event promotions.

## **EDUCATION**

### **Undergraduate**

Bachelor of Art in Communication Arts and Journalism  
Certificates in Graphic Design and Digital Cinema Production  
University of Wisconsin–Madison

09/2018 – 05/2022

## **ACHIEVEMENTS**

### **Vilas Voice, Managing Editor**

Editions: Fall 2025, Spring 2025, and Fall 2024

This alumni newsletter highlights recent Department of Communication Arts projects, courses, students, and alumni and is shared with over 16,000 individuals. Wrote four articles and developed the print newsletter design for the Fall 2024 edition within one month of starting the role. Encouraged the Department Chair in Spring 2025 to support an additional digital newsletter to build more non-fundraising communications with department stakeholders. Redesigned the print layout in Fall 2025 to establish a more professional and sophisticated visual tone, in addition to writing five stories and capturing photos for the annual print edition of the newsletter.

10/2024 – Present

### **Day of the Badger Fundraising Campaign**

Developed two multi-media campaigns to elicit donations to the Department of Communication Arts during campus-wide fundraisers. Materials included three music videos, over 20 social media posts, news articles highlighting how past funding made an impact, website development, mass emails, student events, and board of visitor support materials. The 2025 campaign gathered 204 gifts and raised over \$30,000, and the 2026 campaign drew in 155 gifts totaling over \$41,000 for the department, each within two days.

04/2025 & 04/2026

### **Social Media Growth and Management**

Revived social media accounts for the Department of Communication Arts and began development of strategic content that aims to increase followers, viewership, and engagement across posts.

10/2024 - Present

Since October 2024, specific growth analytics include:

#### Instagram

- 30% increase in followers
- 914% increase in engagement
- 3,207% increase in viewership

#### LinkedIn

- 165% increase in followers
- 1,242% increase in engagement
- 2,297% increase in viewership

#### Facebook

- 4% increase in followers
- 613% increase in engagement
- 6,944% increase in viewership

### **Monthly Internal Newsletter**

Developed a newsletter series that is shared monthly with faculty, staff, and graduate students within the Department of Communication Arts. This newsletter aims to collect news from the department to promote in upcoming months, as well as share stories from past months that department members may have missed.

01/2025 - Present

## VIDEO PRODUCTIONS

<a href="#"><u>Comm Arts Connect Alumni Video Series</u></a>	08/2025 – Present
A monthly video series that highlights alumni careers and advice for current students. Videos have featured Adam Schweitzer (CAA), Jillian Arnold (NASA), Alex Page (World Explorer), Tarek Saleh (NFL), and Sean Hanish (Cannonball Productions).	
<a href="#"><u>Internship Features</u></a>	05/2025
A highlight of communications internships and what these types of opportunities provide for students as they launch their careers.	
<a href="#"><u>They Not Comm Arts</u></a>	04/2025
A humorous jab at the School of Journalism and Mass Communication to promote the 2025 Day of the Badger campaign. The video has been viewed over 7,000 times as of February 2026.	
<a href="#"><u>We Are Comm Arts</u></a>	04/2025
A satirical music video highlighting the strength of the Communication Arts Department and used as part of the 2025 Day of the Badger Campaign.	
<a href="#"><u>ThankView Day of the Badger 2025</u></a>	04/2025
A display of the various ways funds from Day of the Badger assist students and faculty within the department. Used to thank donors for supporting the department during a campus-wide fundraiser.	
<a href="#"><u>Vilas Race to 200</u></a>	04/2025
A video series created in collaboration with the School of Journalism and Mass Communication to build a competition to see which program could raise 200 gifts first during Day of the Badger 2025.	
<a href="#"><u>Hellum Internship</u></a>	01/2025
A thank you to the Hellum family for supporting a student internship focused on content creation and alumni engagement.	
<a href="#"><u>A Road Without Us, Production Designer</u></a>	01/2022 – 05/2022
Spear-headed the artistic vision for this coming-of-age short film. Implemented color theory into set and costume design. Decorated and built sets. Sourced costumes. Designed the production company logo and promotional materials.	

## PUBLISHED ARTICLES

1. [Students Capture the Wisconsin Film Festival as they Close the Curtain on Music Hall](#), Department of Communication Arts News (May 2026)
2. [Bringing Communication Arts Expertise to Campus-Wide Programs](#), Department of Communication Arts News (April 2026)
3. [Lifting Up Storytellers with the Wisconsin Screenwriters' Symposium](#), Department of Communication Arts News (April 2026)
4. [Kathy Brown Joins the CAPS Board and Brings Expertise in Relationship Building to Communication Arts Students](#), Department of Communication Arts News (February 2026)
5. [Meeting the Demand for More Horror](#), Department of Communication Arts News (January 2026)
6. [Nikki Schiefelbein Joins the CAPS Board and Brings Her Writing Flare and Mentorship to Communication Arts Students](#), Department of Communication Arts News (January 2026)
7. [A Successful Film Festival Run for "The Forest of Dreams."](#) Department of Communication Arts News (January 2026)
8. [Strengthening Our Alumni Relations](#), Vilas Voice (November 2025)
9. [Social Media as Literature](#), Vilas Voice (November 2025)
10. [Tool or Teammate?](#), Vilas Voice (November 2025)
11. [Spotlighting a New Era](#), Vilas Voice (November 2025)
12. [Behind the Beat](#), Vilas Voice (November 2025)

13. [Congratulations to These Expecting Parents](#), Department of Communication Arts News (November 2025)
14. [Chasing the Thrills: Students Explore Postproduction in a New Communication Arts Course](#), Department of Communication Arts News (October 2025)
15. [Advancing Digital Studies with New Faculty Professor Matthew Hannah](#), Department of Communication Arts News (September 2025)
16. [Visiting Assistant Professor, Paxton Haven, Joins Communication Arts](#), Department of Communication Arts News (September 2025)
17. [Professor Diana Leon-Boys Officially Arrives to UW–Madison](#), Department of Communication Arts News (September 2025)
18. [Robert Asen Named One of Ten University-Wide 2025-26 WARF Professors](#), Department of Communication Arts News (July 2025)
19. [Allison Prasch Honored with a 2025 H.I. Romnes Fellowship Award](#), Department of Communication Arts News (July 2025)
20. [The WCFTR Team’s Favorites Tapes from Love, Links, Archives](#), Department of Communication Arts News (July 2025)
21. [Communication Arts Welcomes Josh Bycel to the CAPS Board](#), Department of Communication Arts News (May 2025)
22. [Saving Stories and Film for the Digital Age](#), Department of Communication Arts News (May 2025)
23. [Honoring the 2025 Distinguished Alumni Winners in Communication Arts](#), Department of Communication Arts News (May 2025)
24. [Celebrating the “Arts” in Communication Arts](#), Vilas Voice (May 2025)
25. [Untold Stories from UW Athletics History](#), Vilas Voice (May 2025)
26. [Saint Monday Sketch Group Enjoys UW Homecoming Thanks to the WI Film Festival](#), Department of Communication Arts News (May 2025)
27. [Expanding Our Faculty Expertise with Help from Day of the Badger](#), Department of Communication Arts News (April 2025)
28. [CAPS Welcomes Thomas Kane Back to the Board](#), Department of Communication Arts News (March 2025)
29. [Learning Advanced Screenwriting from New Communication Arts Instructor Craig Erpelding](#), Department of Communication Arts News (February 2025)
30. [Welcoming Dru Korab to the CAPS Board](#), Department of Communication Arts News (February 2025)
31. [Welcoming Professor Adriana Angel to Comm Arts as the Visiting Tinker Professor – Spring 2025](#), Department of Communication Arts News (February 2025)
32. [Alumni Spotlight: Stacy Keppler Calabrese \(BA’03\)](#), Department of Communication Arts News (January 2025)
33. [WCFTR Wins Major NEH Grant for Upcoming Work: Project Ballyhoo](#), Department of Communication Arts News (January 2025)
34. [Celebrating Allison Prasch, the Letters & Science Nancy Obin Sukenik Professor](#), Department of Communication Arts News (January 2025)
35. [Sophie Houglund of Communication Arts Wins a 2024-25 University Staff Excellence Award](#), Department of Communication Arts News (January 2025)
36. [Lab Modernizations Expand Opportunities for Faculty and Student Researchers](#) Vilas Voice (November 2024)
37. [The Ticket to Graduate Research Success](#), Vilas Voice (November 2024)
38. [Communication in the Age of AI](#), Vilas Voice (November 2024)
39. [Saving a Seat in the Front Row for David Bordwell](#), Vilas Voice (November 2024)

## **EVENTS**

### **Day of the Badger Lunch** Vilas Hall

04/2026

Following the success of the 2025 student lunch, chose to hold another lunch for students to encourage them to engage with a campus-wide fundraiser and donate to the department when they become alumni.

**Day of the Badger Lunch** 04/2025  
 Vilas Hall  
 Held a lunch for students to engage them with a campus-wide fundraiser and encourage them to participate and donate to the department when they become alumni.

**Study Day Snack Break** 12/2024  
 Vilas Hall  
 Provided snacks for students in the Instructional Media Center to build community and awareness of the spaces and resources available to them as members of the department.

**ADDITIONAL PROJECTS**

**Course Promotion** 10/2024 - Present  
 Develop marketing materials to boost student enrollment in Communication Arts courses for Fall, Spring, and Summer semesters. Materials include informational videos, print posters, monitor slides for buildings across campus, emails, and social media content.

**Graduate Student Promotional Materials** 01/2025 – Present  
 Collaborate with the graduate committee to craft promotional pamphlets for prospective students and establish clearer messaging and design on website.

**Wisconsin Screenwriters’ Symposium** 10/2024 – Present  
 Collaborate with department faculty to craft promotional materials and advertise the budding Symposium to internal and external audiences.

**Digital Cinema Production Certificate** 10/2024 – Present  
 Restructured website and edited messaging and visual design (2025). Collaborate with certificate directors to craft promotional emails, brochures, and monitor slides to prospective and current students that help bolster the growth of the program.

**Digital Monitors** 07/2025 – Present  
 Create engaging content for digital monitors to establish a stronger public-facing voice of Communication Arts within Vilas Hall. Materials include certificate information, upcoming events, and deadlines for students in the department.

**Strategic Plan** 11/2024 – 01/2025  
 Created a public-facing brochure for the 2025-2029 Communication Arts Strategic Plan that helps communicate long-term department goals and initiatives to external stakeholders.

**Fill the Hill** 10/2025  
 Built a social media and email campaign to promote Communication Arts to alumni and past donors for a campus-wide fundraiser.

**LEADERSHIP**

**Digital Accessibility Liaison** 12/2025 – Present  
 Department of Communication Arts, University of Wisconsin–Madison  
 Assists the university’s mission of creating a welcoming and inclusive community for everyone, including people with disabilities, by creating, using, and sharing accessible digital tools and resources for the department.

**Supervisor for Student Communications Assistant** 12/2025 – Present  
Department of Communication Arts, University of Wisconsin–Madison  
Created new student communications assistant position to provide mentorship to a promising student looking to expand their skills in video production, photography, writing, graphic design, and social media.

### **COMMITTEE INVOLVEMENT**

**Stewardship Committee** 09/2025 – Present  
Department of Communication Arts, University of Wisconsin–Madison  
Builds relationships with external stakeholders to assist with fundraising efforts and student needs within the department. Collaborates with members of various sub-organizations within the department to develop stronger connections and advance offerings and mentorships for alumni, students, faculty, staff, and the greater Madison community.

**Space and Infrastructure Committee** 09/2025 – Present  
Department of Communication Arts, University of Wisconsin–Madison  
Evaluates and improves digital and physical infrastructure related to the department, such as website, monitors, office space for faculty and staff, and instructional space and equipment for students.

**Staff Committee** 09/2025 – Present  
Department of Communication Arts, University of Wisconsin–Madison  
Creates an inclusive space for staff members and promotes staff participation in development of department initiatives.

**Strategic Planning Committee** 10/2024 – 05/2025  
Department of Communication Arts, University of Wisconsin–Madison  
Worked on fundraising and development initiatives that aimed to progress curriculum, equipment, infrastructure, and offerings from the department in both short- and long-term capacities.

### **SKILLS**

1. Adobe Creative Suites (Illustrator, Photoshop, InDesign, Premiere, Lightroom, After Effects, Audition)
2. Photography (Canon EOS 5D, Nikon Z50)
3. Web Design (WordPress, Wix)
4. Newsletter Development (MailChimp, Eloqua)
5. Social Media Management (Hootsuite)
6. Tracking Analytical Data (Google Analytics, Meta Business Suite, MailChimp, Eloqua)

### **PERSONAL INTERESTS**

Pet Sitting & Dog Walking  
Weightlifting & Running  
Cooking & Baking  
Traveling  
Reading