

# LINDSEY CARDELL

DESIGNER | PHOTOGRAPHER | STORYTELLER

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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 seven years of experience, my expertise, versatility, and innovation as a visual and written content creator are evident from the range of projects highlighted on my portfolio.

## SKILLS

-  Writing
-  Photography
-  Leadership
-  Adobe Illustrator
-  Adobe Photoshop
-  Adobe InDesign
-  Adobe Premiere
-  Adobe After Effects
-  WordPress
-  Eloqua
-  MailChimp
-  Microsoft Office

## EXPERIENCE

### UNIVERSITY OF WISCONSIN – MADISON

Communications Specialist | Department of Communication Arts | October 2024 - Current

Lead the department's communications, content development, social media, and storytelling efforts to support and expand upon its reputation as a top educational program for the next generation of communicators. Collaborate with and mentor student communicators in content development for print and digital newsletters, social media, news articles, photography, website content and design, and video productions. Develop multi-media fundraising campaigns that engage with alumni which have collectively raised over \$85,000. Manage social media accounts and track growth over time, which includes over 35% increase in Instagram followers and over 170% increase in LinkedIn followers since October 2024. Implement course promotion campaigns to maintain the strength of class offerings for students. Build and maintain relationships with internal and external stakeholders to bolster long-term communications projects and goals.

### POP-DOT MARKETING

Designer | March 2022 - September 2024

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 work load, deadlines, and time tracking. Managed design interns and aided their skill development.

Graphic Design Intern | August 2021 - March 2022

Worked directly with creative directors and copywriters on social media campaigns, logo redesigns, award displays, website edits, email marketing, and photo shoots.

### UNIVERSITY HOUSING (UW-MADISON)

Graphic Design Assistant | September 2020 - June 2022

Worked on design projects ranging from food truck wraps, multi-media recruitment campaigns, drag bingo advertisements, housing campaigns, and various event promotions.

### ADULT LITERACY CENTER – OZAUKEE COUNTY

Communications Intern | June 2020 - May 2022

Redesigned website for user experience and brand consistency. Translated website into over 20 languages, creating an accessible resource for students learning English as a second language. Designed social media content for two campaigns that collectively raised over \$25,000. Interviewed and wrote stories for appeal letters and grant applications. Redesigned the organization's logo.

### SHORT FILM - A ROAD WITHOUT US

Production Designer | January 2022 - May 2022

Spear-headed the artistic vision for the film. Implemented color theory into set and costume design. Decorated and built sets. Sourced costumes and props. Created the production company logo and promotional materials.

## EDUCATION

### UNIVERSITY OF WISCONSIN – MADISON

Bachelor of Arts

Majors: Journalism (Strategic Communication) & Communication Arts (Radio, TV, Film)

Certificates: Graphic Design & Digital Cinema Production