



LEXIE MALLERY

GRAPHIC DESIGNER

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HARDWARE AND SOFTWARE SKILLS

- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe InDesign CC
- Adobe Lightroom CC
- Adobe Dreamweaver
- Adobe After Effects
- Glyphs
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Wix, Weebly, Other CMS
- MailChimp/Constant Contact
- EPSON Artisan and EPSON Stylus Pro Printer Knowledge

AWARDS AND CERTIFICATIONS

- Advanced Content and Social Tactics to Optimize SEO (June 2022)
- Optimizing a Website for Google Search (June 2022)
- Google SEO Fundamentals (May 2022)
- Introduction to Google SEO (Apr. 2022)
- International Society of Hotel Associations Awards of Excellence Winner – Communications: Website & Member Communication Relaunch (Dec. 2021)
- Google Tag Manager Fundamentals (Nov. 2021)
- Google Analytics for Beginners (Oct. 2021)
- Microsoft Office Specialist Excel 2016 Certified (Nov. 2018)

RELEVANT WORK EXPERIENCE

Marketing & Communications Coordinator Oct. 2019 – Present
Wisconsin Hotel & Lodging Association, Brookfield, WI

- Rebrand and refine association visual identity through logo redesign and re-creation of all company and membership collateral
- Develop and maintain new website using HTML, CSS, content management system
- Design and oversee all aspects of association publications including the annual *Wisconsin Lodging Directory* and quarterly *InnTouch* magazine
- Create digital billboards and co-op advertisements for business and leisure travel
- Develop branding and all creative assets for annual Conference & Trade Show
- Maintain online presence of the association for members, prospects, and travelers
- Spearhead database transition, oversee system maintenance, and introduce a new self-service Member Portal

Freelance Graphic Designer April 2018 – Present
Visual Identity | Brand Collateral | Template Design

- Conceptualize identity solutions effectively communicating the goals and individuality of service-based businesses
- Create identity visuals including logos, business cards, promotional videos, posters, brochures, letterhead, and invoice design
- Design and develop editable templates in Microsoft Office for reports, job descriptions, organization charts, and more

Graphic Design Undergraduate Assistant Jan. 2016 – May 2019
Carthage Athletic Communications, Kenosha, WI

- Developed and created photo collages highlighting particular athletes for the covers of sports programs handed out at each athletic event on campus
- Edited and enhanced action photos to produce effective design solutions

Mac Computer Lab Assistant Sept. 2017 – May 2019
Carthage Fine Arts Department, Kenosha, WI

- Assisted other students on how to complete certain tasks and skills within the Adobe Creative Cloud programs
- Managed the printing capabilities within the lab: the general printer, the photography printer, and the high-resolution graphics printer

OTHER WORK EXPERIENCE Sept. 2017 – May 2019
Carthage Peer Tutor Communication Dept. & Business Dept.
History of Graphic Design, Typography
Applied Statistics for Management, Economics, Principles of Microeconomics

- Provided design critique and thorough feedback on current student projects
- Engaged in design tutorials and assistance within the Adobe Creative Suite
- Assisted other students in gaining a better grasp on course material to achieve higher success and understanding
- Aided students in understanding how to use the statistical software (SPSS) associated with the class

EDUCATION
Carthage College, Kenosha, WI Aug. 2015 – May 2019
Bachelor of Arts: Double Major in Graphic Design and Accounting
GPA: 3.916, Summa Cum Laude

- **Honors:** Dean's List (8 consecutive semesters) | CCIW Academic All-Conference Recipient (4 semesters)
- **Activities:** Varsity Women's Cross Country | Varsity Women's Track and Field | Vice President of Carthage College Dance Marathon | Lambda Pi Eta – Communications Honor Society | Freshman Success Coach

TECHNICAL SKILLS

- Logo Design/Rebrand
- Web Design
- Layout/Publications
- Social Media
- Email Marketing
- Photography
- SEO
- Printer Operation
- HTML/CSS