

# IVORY LACINA



## PROFILE

Designer, reader, writer, stay-up-all-nighter. Collector of striped shirts and empty Redbull cans, and just a bit of a nerd. I love a good color palette more than I love my cat (which is really saying something).

My attention to detail is legendary and my optimism is perpetual. I thrive on learning new things, and believe going the extra mile is not just an option, but an obligation.

## SKILLS

### GRAPHIC DESIGN

**The Basics:** typography, photography, vector graphics, digital illustration, web design, UX, SEO

**My Jam:** branding, print production, hand lettering, social media

### SOFTWARE

**Strong:** InDesign, Illustrator, Photoshop, Microsoft Office

**Moderate:** HTML5, CSS, After Effects, Dreamweaver, Premiere

Strong Work Ethic    Public Speaking  
Adaptable            Creative Storytelling  
Critical Thinker     Communication  
Detail Oriented      Sense of Humor

## EDUCATION

### INTERACTIVE DIGITAL MEDIA: VISUAL IMAGING

Northwest Missouri State University  
Maryville, MO | expected 2018

## WORK EXPERIENCE

### MARKETING COORDINATOR

Porter Teleo | May 2018- present

Facilitate the digital and print presence of world-renowned wallcovering and textile studio. Duties include graphic design, copywriting, social media, retail and inventory management.

- Produce and manage all social media content; Instagram, Pinterest, Facebook
  - Increased Instagram followership by more than 35% in 8 months
- Produce all visual assets, including: lookbooks, sample booklets, pattern imagery, email marketing, installation mockups and photo retouching
- Manage online retail site (Shopify) including: selection and management of inventory, product upload, customer service, and order fulfillment
- Schedule, write and design email marketing campaigns (Mailchimp)
- Manage prompt fulfillment of sample requests to designers all over the country, and managed entire sample library

### ADVERTISING DESIGN MANAGER

Northwest Missourian | September 2017- May 2018

Previous Position as Advertising Graphic Artist | 2015-2017

Hired, trained, and supervised team of Advertising Graphic Artists for an award-winning student-run news publication.

- Paginate and prepare newspaper for print on strict deadline
- Lead advertising practicum; Provide introductory instruction on Adobe InDesign
- Instruct, assign, critique and grade student work
- Produce ads for local businesses and campus organizations
- Promote innovation and creativity through "spec ads", designed to excite clients and elevate publication quality

### GRAPHIC DESIGNER | KNACKTIVE

Northwest Missouri State | Jan 2017- April 2017

Member of winning team in competition to develop promotional campaign for real client; Velociti Inc.

- Collaborated with team to develop strategy and tactics
- Developed new brand identity, including logo, tagline, website, literature and trade show collateral
- Met deadlines and composed detailed weekly reports
- Created additional team materials, such as pitch book and presentation graphics

### BROADWAY MARKETING INTERN

Starlight Theatre | May 2016- August 2016

- Composed and edited media kits, blog posts, and press releases
- Communicated with media outlets and accompanied talent on press tours
- Designed program pages and in-house publicity
- Created unique Snapchat filters for nightly performances, garnering over 5,000 uses and more than 20,000 total views
- Managed social media accounts and served as in-house photographer for special events

## HONORS

**STUDENT PRESENTER | Brand Yo'Self**  
AAF-KC's Spark KC Career Conference 2016

**DESIGNER OF THE YEAR | 2016, 2018**  
The Northwest Missourian

## CONTACT

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