

Cabe Lindsay

one bright
brand guy

Contact Information:

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Career Profile:

- Ad pro with experience and formal education (MA University of Texas), working as a team player to create sensible and sensational campaigns that resonate.
- Software proficiency in Adobe CS5 Master Collection: Photoshop, Illustrator, Flash, Dreamweaver, InDesign, and Premiere, plus Final Cut Pro, Microsoft Office Suite...
- Online portfolio showcasing ample examples of awesome promotional campaigns: www.optimisticrealism.com.

Employment Experience:

Director

Optimistic Realism, Brand Consultancy
Austin, TX, August 2008 to Present

Managing small creative teams in the production of advertising projects, with a sharp focus on branding. Designing print and digital material for promotional campaigns as a consultant for high-tech companies and their products, with emphasis on strategic concepts, distinct copywriting, and compelling execution.

Web & Graphic Designer

Prizm Development, Advertising Agency
Dallas, TX, August 2007 to August 2008

Supported 20+ clients in the strategy, design and execution of websites geared mainly for the healthcare industry. Created brand-centered websites rich in media and dynamic features, while maintaining cross-browser compatibility and search engine optimization, with ultra-clean HTML and CSS.

Marketing Director

Visual Learning Systems, Computer Software Firm
Missoula, MT, January 2005 to May 2007

Led creative marketing activities as a director of both graphic design and copywriting. Managed branding campaigns and created ads for print, video, and online, including nearly every element of the 200+ page corporate website. Visually transformed the mom-and-pop software shop into a professional, internationally-recognized company.



Educational Background:

Master of Arts, Advertising
University of Texas
Austin, TX
Class of 2011 (completed)
member of Texas Creative
portfolio sequence.

Bachelor of Arts, Advertising
Michigan State University
East Lansing, MI
Class of 2002 honors graduate
and recipient of full-ride
academic scholarship.

References:

Great references are available
upon request.

Employment Experience (Continued):

Graphic Artist & Customer Service Representative
Marsh Incorporated (now Imagefitters), Print Shop
Missoula, MT, May 2004 to January 2005
Designed digital artwork for printing projects, working primarily with
typography and layout. Assisted in customer support, inside sales, and
accounting. Produced two internationally-distributed product catalogs
that dramatically improved profitability.

Marketing Coordinator
Common Ground, Wholesale Produce Distributor
Missoula, MT, February 2003 to March 2004
Led successful branding campaigns, including the creation of multiple
logos, websites, and print ads. Completed market reports, research
projects, and record keeping responsibilities required to maintain
organic certification, while also assisting in sales, accounting, labor
scheduling, and other administrative tasks.

Advertising Assistant
Wyoming.com, Internet Service Provider
Riverton, WY, June 2001 to September 2002
Developed promotional campaigns, assisting in the production of
advertisements for print and television, including support in art
direction and copywriting. Conducted research, analyzed data and
reported findings to support sales and marketing departments.

