

# LYNSY

## Lyndsay Pistawka

Graphic Designer

EMAIL: lnsydesign@gmail.com

PHONE: 250-863-8487

INSTAGRAM: @lnsy.design

PORTFOLIO: lyndsaspistawka.com

## ABOUT

- Experienced student known for marketing abilities, managing staff and creating graphic content
- Proficiency with Microsoft Office, Adobe Suite (InDesign, Illustrator, Photoshop), Wordpress, HTML, CSS, Tiktok and Instagram Reels
- French & English

## EXPERIENCE

### Global Exchange Program

Enrolled at Maastricht University for a 4-month exchange program. Took courses in Sustainability, Politics, and Business Practice.

### COACH Fundraisers

Volunteered from a young age at golf tournaments and walk of life fundraisers every year in the summers of 2008-2018.

### Recreational Sports

Have been highly involved in community sports (hockey, soccer & volleyball) and completed multiple bike race fundraisers.

## WORK

### Zebra Club Vancouver

Sales & Marketing Assistant

2023-Present

- Responsible for the planning and production of product photography and graphic content used in email marketing campaigns and social media posts, as well as creating captivating copy to encourage sales through these channels.
- Fulfilling daily duties to keep the store restocked, merchandising products to display products in creatively captivating ways, creating store signage to create attention to products or announcements, as well as organizing efficient inventory systems.

**Duties include:** assisting customers in finding the best suited options for them, researching products to sell in the store, complete daily cleaning tasks to ensure an organized environment, steaming and reorganizing products, posting reels or photos on instagram to increase our social media presence, create email newsletters to capture sales from subscribers

### Barn Owl Brewing

Manager

2019-2022

- Instilled a high level of consistency and quality in the company's creative content by producing consistent graphic content and photography, that would be used for social media campaigns, event collateral, and web design.
- Designed multiple graphics for branded merch that would be sold in the tasting room, and worked with local print shops to roll out the production of these items.
- Sought out growth opportunities as I grew from a bartender position to proving my skills as a team leader and digital content creator, which lead me to becoming manager and taking on many more responsibility in my role.

**Duties include:** supporting staff with on shift issues, bartending & assisting customers, taking care of inventory & ordering, providing social media content creation, updating & redesigning company website, creating graphics for social media platforms & beer labels.

### Bongarde Media

Marketing Intern

2019

- Managed and took part in marketing campaigns to contribute to Lead Generation, Engagement, and Retention, using email marketing tactics for this subscription based Safety & Compliance company.
- Redesigned all of the company's monthly reports that feature Safety & Compliance information for all their members, while creating weekly safety tips, compliance reminders and other marketing emails to new and existing customers.
- Attended weekly one-on-one meetings with the CEO to gain insight into the industry and discover how a large corporation manages staff working locally and internationally.

**Duties include:** email marketing projects using MailChimp and GoToWebinar, landing page and content created for Safety and HR products using WordPress, Photoshop, and UnBounce, email template work created while completing routine office organizing and attending company meetings

## EDUCATION

2022-2023

### Emily Carr / BCIT

Currently enrolled in the 12-month Communication Design Essentials Certificate program.

2015-2019

### University of Victoria

Graduated from the Entrepreneurship Program at Peter B. Gustavson School of Business.