



PERSONAL DETAILS

Name	 Lara Lightsey
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EDUCATION

College	Louisiana State University, DEC 2008
	Bachelor of Fine Arts, Graphic Design

EXPERIENCE

BASF

OCT 2011 - present

Digital Communications Specialist

Plans, organizes content, designs and launches new intranet sites throughout North America. Trains content owners to become proficient in maintaining new microsites using in-house web content management system. Designs branded communications for print and digital platforms. Serves as administrator for Visix/AxisTV digital signage system and troubleshoots related channel player, network and user access issues. Trains new users in creating branded content and using Visix software. Designs templates for printed and electronic newsletters. Supports BASF Corporate Communications with other graphic and web as needed on a contractual basis.

Pastiche Design

JUN 2005 - present

Creative Marketing & Branding Specialist

Works intimately with clients to develop an effective brand and communications strategy. Manages advertising campaigns and ensures all efforts align with branding across multiple platforms. Researches, writes, designs and maintains web sites for various industries. Optimizes and markets web sites for top search engines placement. Prepares proposals, invoices clients and markets services to local businesses.

Dredging Supply Company

JAN 2001 - OCT 2011

Director of Marketing

Planned and managed company's marketing department, while maintaining annual budget and protecting the integrity of the international brand. Executed and measured the success of corporate marketing strategy. Designed, coded and continually evolved company's web site and intranet using HTML and CSS. Designed animated presentations and interactive displays for sales development. Designed brochures, booth displays and specialty products for trade shows and exhibitions. Edited photographs for web and print. Created, wrote copy and laid out print advertisements for industry magazines, while negotiating rates with ad reps and meeting tight deadlines. Researched, wrote and published company's press releases and monthly newsletter. Planned and coordinated in-house events, trade shows and industry-related seminars.

SKILLS

Specialities

Corporate branding
Digital marketing strategies
Logo development
Search engine optimization
Software training
User interface design
Website design

Knowledge

Client liaison
Responsive design
Team collaboration
Typography
User experience
Visix/AxisTV
Wordpress

Computer

Adobe Dreamweaver
Illustrator
InDesign
Photoshop
Premiere Pro
CSS
HTML
Javascript

Interests

Photography
Fitness
Nutrition
Swimming
Travel
Yoga

PROFILE



 facebook.com/pastichedesign

 linkedin.com/in/laralightsey

Hello! I'm **Lara**, a graphic designer and communications professional residing in Madisonville, LA.

A detail oriented problem-solver by nature, I embrace opportunities allowing me to broaden my skill-set by managing marketing strategies, developing corporate identities and creating positive digital exchanges.