

# LACEY ANDERSON

Digital Media Producer



## CONTACT

[laceymaecreative@gmail.com](mailto:laceymaecreative@gmail.com)  
[github.com/LaceyMae/portfolio](https://github.com/LaceyMae/portfolio)

## EDUCATION

**Oklahoma State University**  
Multimedia Graduate in computer science

**Canadian Valley Technology Center**  
Graphic Design

**Tech Talent South**  
Computer Science

## ACHIEVEMENTS

National Honor Society

Multimedia Graduate of the Year

Graphic Design student of the year

Logo Pond Logo Publication

Google DoubleClick Certification

## PROFESSIONAL SUMMARY

An expertise in developing digital campaigns across animated display and paid social ads, email marketing, and landing page experiences. I partner with brands to translate strategy into creative that drives visibility, engagement, and conversion.

## WORK HISTORY

### **James Avery Artisan Jewelry**

2016 – Current

#### Creative team:

I conceptual product photography, designed layouts and created animations for social ads, display ads, and emails. I also served on the AI committee to establish, streamline and integrate workflows for efficiency.

#### Under the Marketing umbrella:

I consistently updated the front facing portion of the eCommerce website. I designed and developed marketing emails, and made them interactive with polls, add-to-calendar, and countdown-timer functionality through the integration of 3d party tools. I participated in three website integrations.

### **TPN Retail Agency**

2013 – 2016

I served on the Hershey and 7-Eleven account building online animated interactive display ads, gas pump screens and in-store digital signage. I also designed product packaging and in-store displays. I developed web components and interactive promotional games for Walmart, Dollar General, and Tom Thumb.

## SKILLS

Adobe Animate  
AI Assist  
After Effects  
Bootstrap  
Canva  
Figma  
Adobe Firefly  
HTML / CSS  
Illustrator  
Photoshop  
XD

## PLATFORMS

Creative Cloud  
LiveClicker  
Responsys  
SailThru  
SalesForce  
Meta  
Monetate  
Widen  
Workamajig