

LACEY ANDERSON

Digital Media Producer



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.

CONTACT

laceymaecreative@gmail.com

laceymae.github.io/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

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