



LINDSEYLABROSSE@GMAIL.COM • 651.353.0141 • 456 OAK STREET APARTMENT I, MONTEREY, CALIFORNIA 93940

PROFESSIONAL EXPERIENCE

Pebble Beach Company, Pebble Beach, California, May 2012 - Present

Creative Services Coordinator

- Manage the creative services department that includes internal collateral, print production and local advertising.
- Maintain and execute brand identity throughout all Pebble Beach Resorts collateral.
- Administer miscellaneous marketing initiatives for sales, reservations, golf, food & beverage, spa, weddings and other Pebble Beach attractions.
- Provide art direction on photography shoots and Pebble Beach Magazine production.

Aspiring Vacation Rentals, Carmel , California, July 2013 - September 2013

Freelance Graphic Designer

- Developed logo, stationary, marketing materials and brand identity guidelines.
- Provided the CEO with art direction for miscellaneous marketing and creative decisions.

Pebble Beach Company, Pebble Beach, California, March 2010 - May 2012

Retail Sales Associate

- Achieved individual sales volume through maintaining guest relationships.

Nominated for Employee of the Quarter

California State University, Monterey Bay, Seaside, California, September 2009 - May 2010

Information Technology Help Desk Assistant

- Determined the most effective manner to resolve user's technical issues and engaged in research and in-depth troubleshooting to resolve technical issues. Consulted with Systems Administrator when necessary.

EDUCATION

California State University, Monterey Bay, Seaside, California, September 2009 - May 2014

Bachelor of Science, Information Technology and Communication Design

Featured Project: Senior Capstone project consists of developing new 17-Mile Drive branding and mobile application for Pebble Beach Company.

Activities: Public Relations and Marketing Manager, Design Studio Student Club.

