

# LINDSAY NEAL

[www.lindsaykneal.com](http://www.lindsaykneal.com)

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## EDUCATION

### University of Kansas

December  
2013

Bachelor of Science in Journalism, strategic communication emphasis.  
Minor in Psychology, with additional courses in Business

### Johnson County Community College

December  
2015

Associate of Applied Science in Web Development and Digital Media.  
Concentration in Desktop Publishing

## OVERVIEW OF SKILLS

Skilled at creating strategic planning and advertising executions; conducting and documenting research; crafting blog and social media posts; writing and producing television and radio commercials; writing print ads and news releases.

Experienced at designing and developing websites; creating digital content, both written content and visual graphics.

Strong understanding of user experience design, search engine optimization and analytics.

Proficient with Adobe Illustrator, Photoshop and InDesign. Experience with content management systems (Wordpress, Drupal) and front-end frameworks (Bootstrap).

Core languages: HTML/CSS, JavaScript, jQuery, PHP, Ajax.

## EXPERIENCE

### Web Designer – SoftScience Group, Inc., 6/2015– present

Built and developed core company websites and other client websites. Tasks include front-end coding, UI/UX design (wireframes/mock-ups), content development (research, writing, graphics).

### Cake Artist/Owner – Sweet Nothings Cakes, 8/2009 - present

Founded a specialty cake design and production, part-time business as a creative outlet.

### Barista – Caribou Coffee, 12/2013– 6/2015

Worked 20 - 30 hours each week to pay for college expenses.

### Bakery Assistant – Hy-Vee, Inc., 8/2010 – 12/2013

Worked 20 - 30 hours each week to pay for college expenses.

## ACTIVITIES

### Lead To Read

Reader - Spend one day a week reading with a 1st grader to improve basic reading skills.

### Serve KC

Member - Volunteered for non-profits such as the Ronald McDonald House, Harvesters, and Giving The Basics.

### JoCo DEMS

Communications Committee - Created a blog and promotional materials (handouts and signs).