

LINDSAY NEAL

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EDUCATION

University of Kansas

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

December
2013

Johnson County Community College

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

December
2015

OVERVIEW OF SKILLS

Create strategic planning and advertising executions; conduct and document research; write blogs and social media posts; write and produce television and radio commercials, print ads; write news releases.

Design and develop websites, create digital content (written and visual graphics).
Strong knowledge of user experience design, search engine optimization and analytics.

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

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

EXPERIENCE

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

Develop 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, I spend one day a week reading with a 1st grader to improve basic reading skills.

Serve KC

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

JoCo DEMS

Communications Committee, created a blog and promotional materials (handouts and signs).