

LINDSAY BEESON

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skills

WORDS AP Style lover, grammarian; experience writing for print and web

DESIGN Page design, conceptualization, production management

WEB Familiar with content management systems, HTML, CSS

SOFTWARE Adobe (especially InDesign, InCopy, Illustrator, Photoshop); Microsoft Office (Word, Excel)

WORK FLOW MANAGEMENT I have participated in several efficiency projects, formal and self-directed. I have helped create new work-flow systems and modified existing ones.

GENERAL GOOD-GAL SKILLS I'm an open, direct communicator; work to continually improve my performance; am a guardian of morale; and gosh darnit, people *like* me.

education

BACHELOR OF ARTS

Hollins University, December 2002

Concentration English/Creative Writing

Senior Thesis Collection of original poetry

special projects

COORDINATOR, THE EDGE

The Roanoke Times

I was one of two coordinators for the newspaper's teen-generated weekly section, The Edge. I provided guidance to a team of 30 student volunteers, including four young editors. I helped the team restructure its work flow and deadlines. I also designed The Edge.

work experience

OWNER/OPERATOR — *The Plum Baker, Knoxville, Tenn., January 2009 to Present*

Summary The Plum Baker has been a continual study in study — researching recipes, observing customer response, squeezing the most out of each hour of the week. In addition to creating and baking original recipes, I designed my collateral, manage the operations budget, expanded clientele and established a successful work flow.

Roles Owner, baker, designer, sales executive, bookkeeper, dishwasher, work flow consultant, taste-tester

SENIOR DESIGNER — *Metro Pulse, Knoxville, Tenn., February 2008 to September 2009*

Summary I was hired to design calendar and column pages. In my first month with Metro Pulse, though, I identified ways to streamline the operation. At my request, I was charged with buttoning up processes and improving the archive system. I also stepped up as web manager when the switch to a new and more complicated site provided new opportunities and required more oversight.

Roles Designer, work-flow task master, website manager

DESIGNER — *Business Graphics and Services, Knoxville, Tenn., June 2007 to February 2008*

Summary I designed brochures, business cards, letterhead and other materials for clients and prepared the files for the press. I wrote and edited copy.

Roles Designer, copy editor, writer

DESIGNER — *The Daily Times, Maryville, Tenn., April 2007 to June 2007*

Summary During a short-term agreement with The Daily Times, I designed features, news and entertainment pages. I worked closely with the entertainment editor to improve the aesthetic of his tab section.

Roles Designer, copy editor

DESIGNER, INSIDE OUT — *The Roanoke Times, March 2005 to March 2007*

I helped launch the publication and worked with its editor over the course of two years doing some of my most rewarding creative work up to that point. My final project with Inside Out was a redesign, preparing the publication for a new broadsheet format.

Roles Designer, copy editor

DESIGNER/COPY EDITOR — *The Roanoke Times, Roanoke, Va., June 2001 to March 2007*

Summary The paper not only allowed but encouraged me to experience everything from copy editing to writing to design. I also got my first taste of work-flow management when the newspaper switched design software (to Adobe) using a different platform (from Macs to PCs). I was on a small company-wide team whose mission was to learn the new system, construct a local work flow using that system and teach it to co-workers.

Roles Page designer, graphic designer, copy editor, writer, work-flow task master