



Lindsey McIntire

260-729-1241

lindseymcintire.com

[linkedin.com/in/lindsey-mcintire](https://www.linkedin.com/in/lindsey-mcintire)

lindseymcintiredesign@gmail.com

* WORK EXPERIENCE

Marketing Content Specialist 10/2025 to Present

As a Marketing Content Specialist at Ball State University, my job is to lead communication projects to attract prospective students.

- Designed print and digital assets (postcards, newsletters, motion graphics, signage, web, etc.)
- Plan, manage, & execute marketing campaigns
- Created branded content for internal displays, website, email marketing
- Write and edit web updates, emails, newsletters

Graphic Design & Social Media Coordinator 5/2024 to 1/2025

As the Graphic Design & Social Media Coordinator for the Miller College of Business at Ball State University my job was to lead communications across multiple platforms.

- Designed print and digital assets (flyers, posters, infographics, event signage)
- Created branded content for internal displays, website, email marketing, speaker series, and campus-wide promotions
- Managed and scheduled posts across Instagram, LinkedIn, Facebook, and Twitter
- Maintained monthly content calendars
- Collaborated with the marketing on campaigns
- Wrote and edited blog posts, email content, and newsletters; designed assets for campaigns
- Tracked engagement analytics

Graphic Design Intern 5/2024 to 1/2025

As a Social Media and Graphic Design Intern at Emens Auditorium at Ball State University, my job was to enhanced the visibility of Emens.

My responsibilities included:

- Designed promotional materials like ads, posters, and flyers
- Plan and execute social media campaigns.
- Managed calendars for social media content.
- Create content for all social media platforms
- Monitor social media performance

Freelance Graphic Designer & Social Media Manager 2020 to Present

Provide creative design and social media management services for a variety of clients, including local animal shelters, campus organizations, and local bands.

Barista 8/2024 to 10/2025

As a Starbucks Barista, I prepare and serve drinks and food with accuracy, speed, and a focus on creating a welcoming and friendly environment.

* TECHNICAL SKILLS

- Adobe Creative Suite
- Canva
- Meta Business Suite
- Hootsuite, Buffer, Loomly
- Hubspot
- Trello, Miro, Notion, ClickUp
- Monday, Slack, Teams
- Google Analytics
- Microsoft Suite

* DESIGN SKILLS

Brand & Identity	Marketing	Illustration
Packaging	Typography	Photography

* EDUCATION

Ball State University 2025 Major: Graphic Design

In addition to graphic design, I have also studied printmaking, metals, painting, and graphic arts management.

Jay County High School

Graduated with Academic and Technical Honors in Visual Communication, gaining hands-on experience in graphic design, print production, and client-based projects. Combined creative skills with real-world applications through courses in photography, illustration, and visual storytelling.