

# LACIE MATHEWS

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## EXPERIENCE

**Atlas** | *Creative Services Manager* | July 2023-present

- Manage and develop company-wide brand identity.
- Develop graphics and content for internal communications.
- Create print and digital supporting collateral: tradeshow, conferences, flyers, banners, newsletters, templates, landing pages, web graphics, slide decks, ads.
- Coordinate and manage projects assigned to creative team.

**D. R. Horton** | *Marketing Coordinator* | April 2021-July 2023

- Prepare a monthly expense report.
- Schedule and manage social media; update and maintain website presence.
- Create, design, and deploy email marketing campaigns and e-blasts.
- Track metrics and Google analytics for weekly reporting.
- Review marketing material requests; create and/or coordinate collateral needed.
- Coordinate meetings and events.

**Asa Energy Services, LLC** | *Accounting and Office Manager* | 2020-2021

- Track accounts payable and receivable; send payments and invoices.
- Reconcile accounts.
- File all appropriate monthly and quarterly taxes, including sales taxes, employee wage taxes for parish and state.
- Process payroll.
- Manage database and clerical operations.
- Collect and compile data for end of year filing and taxes.

**Southern Lifestyle Development** | *Marketing Coordinator* | 2019

- Design and coordinate event assets: logos, social media promotion, print collateral, on-site management and post-event reconciliations.
- Create marketing material for developments: brochures, billboards, signage, one-page flyers and calendars, newsletters and e-blasts.
- Update website content, photos, and calendar events.
- Organize and plan social media content and rollout schedule.

**Acadian Companies** | *Public Relations & Marketing-Graphic Artist* | 2006-2018

- Generate print design collateral for 6 divisions of Acadian Companies: brochures, billboards and banners, corporate invitations, newsletters, posters, t-shirts, trade show exhibitions, newspaper/magazine ads, direct mail, promotional materials, flyers, vehicle wraps.
- Support intranet and website design with digital graphics.
- Create and maintain corporate branding standards for Acadian Companies and its 6 divisions.
- Collaborate with vendors for specs, templates and file submission.
- Strategize with executives and managers to establish campaign style and vision.
- Manage individual project timelines and deadlines.
- Develop style guide for annual and semi-annual marketing campaigns.
- Art direction and collaboration with division executives and team members.
- Event planning including support of annual luncheon hosting. (Approximately 1200 guests.)
- Assign overflow tasks and assignments to the contract designer.
- Oversee contract designer's work in order to maintain company branding.



## PERSONAL

**Highly motivated and passionate creative leader.**

Skilled organizer and planner with a keen eye and creative approach to workplace operations, possessing more than 20 years of professional corporate experience.

## INTERESTS

- Office Management
- Event planning
- Crafting
- Research
- Problem-solving
- Social Media
- Organization
- Photography

## SKILLS

- Adobe Creative Cloud
- Cricut Design Space
- Microsoft Office
- Google Suite

## EDUCATION

**Bachelor of Fine Arts**

**Magna Cum Laude**

University of Louisiana  
at Lafayette | 2004–2008

Major: Visual Arts

Concentration: Graphic Design