

Lacie Mathews

Graphic Designer & Creative Problem Solver

PROFILE

Highly motivated and passionate creative thinker with more than 20 years of design and corporate experience combining an artist's eye with a strategic and analytical mindset. Brings structure, precision and purpose to visual communication, turning complex information into clear, compelling design.

INTERESTS

- Typography
- Brand Identity
- Creative Technology
- Crafting
- Research
- Problem-solving
- Organization
- Photography

SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Firefly
- Microsoft Office
- Google Workspace

EDUCATION

Bachelor of Fine Arts
Magna Cum Laude
University of Louisiana at Lafayette | 2004–2008
Major: Visual Arts
Concentration: Graphic Design

CONTACT

337.349.4688
lacie@laciemathews.com
www.laciemathews.com

EXPERIENCE

Creative Services Manager | Atlas | July 2023-present

- Develop and implement a company-wide brand refresh across internal communications, print, and digital materials.
- Manage company-wide brand identity to ensure consistency.
- Create print and digital collateral, including social media graphics.
- Create a comprehensive tradeshow guide to include booth design, roll-up banners, promotional products and marketing materials.
- Create content and visuals for company-wide campaigns.
- Edit video content for internal communications, sales team members and marketing materials.
- Edit and revise executive level presentations to ensure brand consistency and clear, engaging visual representation.

Marketing Coordinator | D. R. Horton | 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/plan meetings and events.

Marketing Coordinator | Southern Lifestyle Development | 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.

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

- Design print collateral for six divisions, including brochures, billboards, publications, trade show graphics, promotional materials and vehicle wraps.
- Create digital graphics for company websites and intranet.
- Develop and maintain brand standards across all six divisions.
- Coordinate with vendors on production specifications, templates and final file delivery.
- Collaborate with executives and teams on campaign strategy, visual direction and style guides.
- Support planning and execution of corporate events, including an annual luncheon for approximately 1,200 guests.
- Assign projects to contract designers and review their work for quality and brand consistency.

ADDITIONAL EXPERIENCE

Accounting & Office Manager | Asa Energy Services, LLC | 2020-2021
Risk Management Assistant | Acadian Companies | 2004-2006