

Stacy Slygh Lindstrom



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PROFESSIONAL SUMMARY

I am a passionate, purpose-driven creative striving to create meaning and impact. With over two decades of experience in industries including sports marketing, higher education, brand marketing, and product marketing, my expertise spans through leadership, creative strategy, visual storytelling, video production, performance marketing, social media marketing, project management, copywriting, print design, and digital design.

My approach is defined by strong interpersonal skills and proactive building relationships. As a proactive multitasker and problem-solver, I excel in teamwork and crafting innovative marketing strategies. My unique perspective and attention to detail bring a distinctive edge to every project. I am always open to opportunities where there's collaboration in a value system and an opportunity to make an impact in our world..

SKILLS AND EXPERTISE

Creative Strategy	Project Management	Video Production	UI/UX Design
Creative Direction	Content Management	Storytelling	Web Design
Creative Analytics	Brand Management	Copywriting	Adobe Creative Suite
Performance Marketing	Team Leadership	Scriptwriting	Asana
Social Media Marketing	Digital Marketing	Photography	Canto
Email Marketing	User Research	Graphic Design	Motion

PROFESSIONAL EXPERIENCE

Director of Creative Services

International Education Corporation | September 2018 - Present

- Provide creative direction, strategy, and standardization for all organizational creative needs, overseeing the entire creative process, including conceptual development, copywriting, art direction, design, and production.
- Lead creative strategy for performance marketing channels in a fast-paced, data-driven environment.
- Collaborate with creative agencies to develop high-performing paid assets for TikTok and Meta, achieving strong performance and reduced CPLs across campaigns.
- Oversee all creative requests and managed the daily workflow of internal teams, external video and creative agencies, and freelancers.
- Collaborate with the digital team to improve SEO through content, user experience, and design.
- Craft compelling copy for advertising campaigns, video content, email marketing, print materials, and internal communications.
- Manage a library of over 85,000 creative assets consisting of images, videos, paid advertising, presentations, and collateral materials.
- Maintain brand guidelines, messaging, and stewardship for six brands across the organization.
- Established an ongoing relationship with Legal & Compliance to ensure all marketing content adhered to regulatory standards.
- Manage monthly creative budget and yearly non-media marketing budget.



PROFESSIONAL EXPERIENCE

Director of Creative Services

Major League Fishing (Formerly FLW) | December 2011 - September 2018

- Led a creative team with diverse personalities, ensuring timely project completion in a fast-paced environment.
- Delegated and managed creative projects to deliver consistent marketing content for internal brands, external sponsors, and clients.
- Oversaw all stages of creative projects from concept to completion, including crafting creative briefs, setting timelines, and managing workflow and production.
- Produced four seasons of the "Circuit Breaker" YouTube documentary series, achieving an average viewership of over 100k per episode.
- Planned, directed, and managed all video and photo shoots for advertising materials.

Creative Manager and Graphic Designer

Major League Fishing (Formerly FLW) | January 2011 - December 2011

- Assigned and delegated projects within the creative department, ensuring timely completion while maintaining a productive work environment.
- Managed the internal creative team and coordinated with external resources such as print and signage vendors, sponsors, and agency partners.
- Coordinated creative projects across the creative department, marketing, operations, and senior management.
- Oversaw the design process for sponsorships, ensuring adherence to brand assets and guidelines.

Graphic Designer and Brand Specialist

C.E.L. Marketing-PR-Design | October 2005 – January 2011

- Collaborated with clients to interpret their vision and develop creative solutions that balance client satisfaction with brand standards.
- Managed client projects encompassing digital marketing, email campaigns, and website content updates. Oversaw and edited clients' monthly magazine publications, and designed, proofread, and edited all client marketing collateral.
- Participated in weekly client staff meetings to identify and strategize internal and external marketing and communications opportunities.

Creative Services Specialist | Account Manager

INNOVA Marketing | August 2002 – October 2005

- Developed experiential marketing strategies to enhance brand awareness and drive sales for national product launches.
- Created proposals for clients, pitching guerrilla marketing tactics, in-store demos, and sponsorships.
- Designed support materials for nationwide experiential marketing partnerships, including coupons, event signage, promotional products, apparel, posters, and vehicle wraps.
- Led the execution of nationwide events for Schick Women's Razor, overseeing operations, strategy, field staffing, and on-site execution.
- Trained on-site field managers and event staff for experiential marketing promotions.

EDUCATION

Bachelor of Fine Arts, Graphic Design | University of Wisconsin-Stout