

LINDSAY SPINKS

CREATIVE DIRECTOR | BRAND STRATEGIST | DIGITAL MARKETING LEADER

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ABOUT

Creative Director with a builder's mindset and a brand strategist's heart. Shaping visual stories that don't just look good, they drive results. From product launches to full-scale rebrands, I translate chaos into clarity and pixels into purpose.

EDUCATION

Farmingdale State College Bachelors of Technology, Visual Communication:
2012 – 2016 Art & Graphic Design

NY Institute Of Technology Professional Development - Computer Animation
2011 – 2012

EXPERIENCE

TOOLS & PLATFORMS

+ Adobe Creative Suite / Canva / Figma
+ Klaviyo, Mailchimp, Constant Contact
+ Wordpress, HTML/CSS
+ Microsoft Office, Google Suite
+ CoSchedule, Hootsuite
+ AI Tools

CORE SKILLS

+ Creative Strategy & Art Direction
+ Integrated Marketing Campaigns
+ Digital & Print Design
+ Data-Informed Creative
+ Brand Identity Systems
+ UX/UI & Web Design

Creative Director (2022–Present), Brand Manager (2020–2022)

SATCO Products, Inc. - Hybrid/Remote

- Promoted to Creative Director after successfully spearheading brand development initiatives as Brand Manager.
- Lead and mentor in-house design team and manage external creative partners to deliver marketing campaigns across web, social, email, print, packaging, and in-store displays.
- Partner with senior leadership to drive integrated marketing strategies that align with business goals and expand brand presence across B2B and retail channels.
- Oversee website redesign, product launches, and seasonal campaign rollouts; deliver creative that enhances engagement and generates measurable results.
- Analyze sales performance, KPIs, and customer insights to optimize marketing tactics and creative assets.
- Communicate marketing vision and creative strategy to stakeholders and executive team with clarity and confidence.
- Successfully manage cross-functional collaboration in a hybrid/remote environment, ensuring creative alignment, productivity, and on-time execution across distributed teams.

Key Achievements:

- Elevated brand consistency across 10+ product categories, increasing campaign conversion and awareness.
- Implemented strategic creative workflows that improved department output and cross-team collaboration.
- Demonstrated remote leadership capabilities while maintaining strong team synergy and high-impact creative output.

Senior Graphic Designer (2016–2020)

Atlantic Ultraviolet Corporation - Hauppauge, NY

- Led design and production of multi-channel marketing assets, including catalogs, trade show materials, and blog content tailored to niche markets.
- Collaborated with marketing and technical teams to translate UV disinfection concepts into digestible visual content.
- Managed all stages of creative project development with attention to timelines, budgets, and brand accuracy.

Owner/Designer Branding, Web & Print (2015–Present)

LSpinks Designs - Freelance

- Design logos, websites, packaging, and event collateral for small businesses and creative entrepreneurs.
- Build custom WordPress sites and manage client communications from brief to launch.

Account Coordinator & Designer (2015–2016)

Creative Image & Advertising - Manhattan, NY

- Designed and produced brand assets including websites, promotional materials, and client presentations.
- Managed timelines and cross-team communication to ensure seamless project execution.

Account Coordinator & Designer (2014–2015)

John M. Titolo Agency - Ronkonkoma, NY

- Developed marketing materials for insurance-related services.
- Oversaw client communications, document processing, and licensing support.