



# Hello. I'm *Lindsey J. Hoelt.*

// Strategic Daydreamer + Creative Problem Solver

Recent Portland State University graduate with a BS in Advertising Management + Graphic Design minor. 2+ year internship at FIR Northwest where I started as an art director and left as an associate creative director, working on seven client accounts.

I am obsessed with thoughtful & smart creative communications that solve problems while engaging audiences in a meaningful way.

## CONTACT

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### EMAIL

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### PHONE

541.975.3511

### WEBSITE

[LindseyJHoelt.com](http://LindseyJHoelt.com)

### LOCATION

Portland, Oregon

## SKILLS

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### INDUSTRY

- + Idea Creation
- + Concept Development
- + Outdoor, Print & Digital Advertising
- + Social Media Marketing
- + Branding & Identity
- + Packaging Design
- + Product Development

### TECH & TOOLS

- + Adobe Illustrator
- + Adobe InDesign
- + Adobe Photoshop
- + Microsoft PowerPoint
- + Microsoft Word
- + G-Suite

### PERSONAL

- + Verbal, Written & Visual Communication
- + Client Presentations
- + Teamwork
- + Leadership
- + Day Dreaming

## EXPERIENCE

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### // FREELANCE CREATIVE DIRECTION + DESIGN

Nov 2013 - Present

Art direction, brand development, graphic & web design, product development, packaging design & social media creative for clients such as HiFi Farms, Resource Innovation Institute & Wavecel.

### // ASSOCIATE CREATIVE DIRECTOR + ART DIRECTOR

*FIR Northwest*

Sept 2015 - Oct 2017

Interned as an associate creative director & art director at FIR Northwest, a student-run advertising agency led by Doug Lowell & Maureen O'Connor.

While working on seven different client accounts I collaborated with creative teams, working from a creative brief to develop strategic campaigns & executions based on client needs. From initial research to concepting, tissing & creating comps to client presentations, designing executions & managing print, outdoor & digital media.

### // ART DIRECTOR

*Portland State University Portfolio Workshop*

Oct 2015 & Oct 2017

Portfolio Workshop is an intensive weekend workshop offered at Portland State University as part of the Advertising program. Starting with a client meeting early Friday morning outlining goals & budgets and ending with a complete campaign presentation to a panel of industry professionals who review the work & offer feedback.

I completed two workshops, developing creative campaigns for Radio Cab and Solo Wheel. During both workshops I assisted with research, developed concepts, created comps, designed client presentations and presented creative to clients and industry professionals. I received positive feedback during both workshops.

## EDUCATION

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### PORTLAND STATE UNIVERSITY

2013 - 2017 | BS Business Administration, Advertising + Graphic Design Minor

Coursework focused on business problem solving, advertising campaigns & management, creative strategy, media strategy, market & consumer research, pop culture studies, conceptual development, digital page design, narrative & communication design systems.

Featured in PSU's citywide "Let Knowledge Serve" campaign for my work as part of FIR Northwest and Red Means Help.