

## PROFESSIONAL SUMMARY

### A SELF STARTER & TREND SETTING CREATIVE & DESIGNER.

With a keen eye for emerging industry trends, I am a Graphic Designer / Digital Marketer with 3.5 years of diverse experience in the theatrical, entertainment and educational world. Specializing in harnessing the power of visual storytelling, I strive to create compelling designs and campaigns that vividly capture the essence of stage productions and entertainment projects. Known for consistently pushing boundaries, I consistently hope to deliver innovative, unforgettable, and enduring impactful experiences for all audiences, no matter the area of art.

## EMPLOYMENT HISTORY

AUG, 2023 - PRESENT

### Super Awesome Friends, Graphic Designer (Freelance) | New York, NY

- Creates and designs social media graphics for a wide variety of Clients
- Clients include, but not limited to; Spamalot, Purlie Victorious, Pay the Writer, The Wiz, RISENY, & more
- Resizes key art for print and marquee designs
- Works directly with Creative Designer, Account Manager and Project Manager
  - **Develops visually captivating and innovative designs that not only convey the client's message effectively but also push creative boundaries to deliver distinctive and engaging visual solutions.**

APR, 2020 - PRESENT

### OU School of Drama, Marketing Director | Norman, OK

- Develops comprehensive social media strategies, overseeing & executing all aspects of content creation, including show promotional materials, recruitment ads, interactive content
- Develop and execute monthly content calendars while overseeing the design, adaptation, and maintenance of production artwork, ensuring a seamless blend of social media assets, printed materials, and advertisements.
- Collaborate directly with the program director, recruitment coordinator, and team for recruitment and school-wide marketing materials.
- Maintain and update program website content regularly, analyzing KPIs and engagement statistics for growth and adaptation.
- Analyze KPI's and measure engagement statistics to ensure growth & adapt as need be.
  - **900+ followers since starting, and over 250% growth in Engagement.**
  - **Identified and explored new marketing strategies resulting in a wider audience and increased brand visibility & applications for the OU School of Drama.**
    - **Resulting in countless sold out shows within our seasons, within the past two years.**

JAN, 2023 - PRESENT

### Marathon Digital, Graphic Designer (Freelance) | New York, NY

- Collaborate with Content Manager to create Social Media Graphics and Motion Graphics for diverse Clients
- Clients include, but not limited to Hamilton, Hometown, Dear Evan Hansen, Parade, Into the Woods, Back to the Future, Shucked, Ham4Progress, Pretty Woman, Jujamcyn, Mamma Mia, & more.

MAY, 2023 - PRESENT

### Rob Lake Magic, Marketing Associate | Remote

- Generate new internal and external promotional graphics pieces and campaigns
- Work with other entries for cross-branding and cross-promotion campaigns
- Timely adapt or modify existing assets with distinct specifications and deadlines for use with multiple promoters and venues around the globe
- Regularly update or generate graphics including socials, promotional pieces, and press kit based on the constant influx of news reviews and acclaim
  - **Implement creative marketing strategies to promote Rob Lake Magic shows and events, ensuring maximum audience reach and engagement**

# INTERNSHIPS

SEP, 2021 - DEC, 2023

## Marathon Digital, Account / Graphics Intern | New York, NY

- Assisted Account Manager with daily operations and tasks (ex. sourcing content for multiple clients, editing TikTok videos, community management, etc.)
- Worked alongside Graphic Designer to assist with the creation of Graphic Campaigns for Social Media
- Worked on content for clients such as Hamilton, Hadestown, Ain't Too Proud, Diana The Musical, Freestyle Love Supreme, Escape to Margaritaville (Tour) & more!

JAN, 2022 - MAY, 2022

## Studio71, Graphic Design Intern | Los Angeles, CA

- Worked alongside Design Team- Senior & Junior Designer
- Worked on a variety of rebrand projects for different talent via Youtube
- Developed different thumbnail assets for Snapchat Shows
- Assisted in the creation of Newsletters for internal distribution
- Participated in Internship Program Wide Seminar weekly- while working on a final group project simultaneously throughout internship

# SKILLS

SOCIAL MEDIA DESIGN



CONTENT CREATION



VIDEO EDITING



WEBSITE BUILDING



GOOGLE SUITE



SPROUT



SOCIAL MEDIA MANAGEMENT



MOTION GRAPHICS



BRANDING



ADOBE CREATIVE SUITE



MICROSOFT OFFICE



HOOTSUITE



ASANA



COPYWRITING



TYPOGRAPHY



PHOTOGRAPHY



SOCIAL MEDIA STRATEGY



# EDUCATION

AUG, 2019 - MAY, 2023

Bachelor of Fine Arts in Drama: Acting, University of Oklahoma, Norman, Oklahoma

# LINKS

WEBSITE [www.drewlotter.com](http://www.drewlotter.com)

LINKEDIN [www.linkedin.com/in/drewlotter](http://www.linkedin.com/in/drewlotter)

INSTAGRAM [www.instagram.com/drewlotterdesign](http://www.instagram.com/drewlotterdesign)