



## LYNN CHUBA

MARKETING DIRECTOR

### PERSONAL PROFILE

Accomplished Marketing professional with 18+ years of experience in design, marketing, and customer relations. Able to provide clear direction for creative development while aligning client needs with organizational goals. Adept at solving problems using design thinking, data and analytics.

### CONTACT

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## EXPERIENCE

### Owner/Designer

SweetLadyLynn Design & Marketing | Dec 2010 – Present

### Marketing Manager

Crooked Stave Artisan Beer Project | Oct 2018 – Dec 2018  
Denver, Colorado

- Managed the design of new brand labels and other deliverables
- Created social posts and encouraged new brand strategy

### Marketing Director

Team Vivi Real Estate | May 2018 – Oct 2018  
Denver, Colorado

- Managed design timelines and production of digital and print campaigns
- Built and managed new website using WordPress, HTML, and CSS

### Designer

Layer3 TV Inc. | May 2016 – Oct 2017  
Denver, Colorado

- Created print pieces such as ads, rack cards, and direct mail
- Designed and coded all transactional and marketing emails

### Designer & Social Media Manager

Totally Tourist | May 2015 – Apr 2016  
Savannah, Georgia

- Created and managed social media identity and voice
- Web and mobile design, branding identity and copywriting
- Lead market researcher in demographic and psychographic information

### Designer Relations Manager and Merchandise Coordinating Manager

Google/Like.com/Boutiques.com | Oct 2009 – Dec 2010  
Mountain View, CA

- Vendor relations and account management
- Copywriting for both Couturious.com and Boutiques.com
- Attained product samples from 600+ brands through relationships developed with designers, PR Agencies, and retail groups
- Effectively coordinated photo shoots, and project timelines
- Developed effective email marketing campaigns
- Website development and QA

### Wardrobe Supervisor/Project Manager

Stiletto Entertainment | May 2007 – Oct 2009  
Inglewood, CA

- Organized, shipped and maintained millions of dollars worth of wardrobe and props onboard 14 cruise ships in various global ports
- Built 6 Broadway inspired shows from concept to completion
- Vendor relations and account management

### Freelance Designer and Stylist

Various Companies | May 2001 – Oct 2007  
Los Angeles/San Francisco/Savannah

- Arranged editorial and commercial photo shoot schedules and locations
- Designed women's wear and handbags from sketch to finished product
- Market research, account management and sales
- Supervised production of clothing, catalogs and websites at all stages

## EDUCATION

### Savannah College of Art and Design | 2012 – 2015

Bachelor of Fine Arts(BFA): Advertising

### Fashion Institute of Design & Merchandising | 1999 – 2001

Associate of Arts(AA): Fashion Design

## SKILLS

- Adobe Creative Suite
- Social media strategy
- Web and mobile content development
- Wireframing
- Sketch
- Project management
- UX/UI Design
- Problem solving
- Production management
- Brand Development
- SEO and Google Analytics