

Lindsay Simos

Lindsaysimos@gmail.com - (734) 560-2387 - Chicago, IL

WORK EXPERIENCE

VADE Nutrition

March. 2021 – Present

Brand Marketing Manager - As Seen on Shark Tank

Detroit, MI

- Spearheaded the concept development, design, and successful launch of Collagen + MCT Oil, delivering eight original packaging designs
 - Led omnichannel marketing campaigns generating \$25K in sales during the product launch period.
- Redesigned packaging for established products, including Whey Isolate Protein, Plant-Based Meal Replacement, and Pre-Workout, and developed packaging for new flavors, shaker bottles, and travel canisters to expand product portfolio.
- Led end-to-end email automation and campaign management, including design, copywriting, strategy, and data analysis.
 - Driving 60% open rates and 350% email revenue growth. Generated 30% of total revenue through targeted campaigns and strategic marketing strategies
- Optimized Amazon product listings through keyword research and redesign, resulting in increased discoverability and sales.
 - Utilized effective strategies for SEO, achieving a top mover status on the platform and driving increased sales.
- Designed engaging marketing materials, event booth displays and custom kiosks for major retailers, as well as large-scale events.
 - GNC, Sam's Club, CVS, Meijer, The Arnold Classic and CrossFit Games.
- Executed highly effective social media campaigns on various platforms, including Facebook, Instagram, Snapchat, and Google Display Ads.
 - Producing compelling ad creatives with persuasive copy to drive click-through rates and conversions.
- Elevated brand image and engagement by creating visually captivating photo and video content through meticulous photoshoot planning and advanced post-production editing.

Germack Pistachio Company

January. 2020 – March. 2021

Graphic Designer

Detroit, MI

- Revitalized brand identity by conceptualizing and executing a new logo and trademarked slogan, resulting in a significant increase in product visibility and sales.
- Developed and designed over 50 packaging designs, including labels and merchandise, for a highly successful new product line launch and rebranding initiative.
- Created and produced a wide range of marketing materials, including point-of-sale signage, displays, catalogs, and web graphics, to support in-store and online promotional campaigns.

EDUCATION

Michigan State University

May. 2019

Bachelor of Arts in Advertising

East Lansing, MI

Minor in Graphic Design

SKILLS & INTERESTS

- **Skills:** Graphic Design; Adobe Creative Suite; Design Principles; Color Theory; Typography; Layout; Project Management; Time Management; Attention to Detail; Communication Skills; Adaptability; Creativity; Problem-Solving; Desire to Learn; Social Media Advertising; Email Marketing; Omnisend; Klaviyo; Push Owl; Shopify; Amazon SEO; Helium 10; Microsoft Office Suite

PROFESSIONAL DEVELOPMENT

Google Digital Marketing & E-commerce Professional Certificate	2022
Snapchat Essentials	2022
New Media Driver's License (NMDL)	2019