



Cabe Lindsay

Rainmaker for Big Ideas

Career Profile

- **Digital Campaign Strategist:** 10+ years experience and formal education in advertising (M.A. University of Texas)
- **Published Author:** *Big Idea Patterns of the Advertising Creative Process*, a 116-page paperback book, distributed worldwide.
- **Software Aficionado:** Adobe CS5 Master Collection - Photoshop, Illustrator, Dreamweaver, InDesign, Premiere; Final Cut Pro...

Employment Experience

Interactive Lead • i2i Group, full-service advertising agency • Austin, TX • 9/11-Present

Currently leading interactive campaigns in social media, email marketing, and websites, with expertise in digital media strategy and execution.

Campaign Manager • Optimistic Realism, full-service advertising agency • Austin, TX • 8/08-9/11

As business owner, managed small creative teams in the launch of big idea marketing campaigns, ranging from business plans to brands, including print and interactive.

Web & Graphic Designer • Prizm Development, healthcare marketing firm • Dallas, TX • 8/07-8/08

Supported 20+ clients in the launch of top-notch websites and online campaigns. Met with clients directly and handled their campaigns as a lead designer and supporting strategist.

Marketing Director • VLS Software, computer software division of Textron • Missoula, MT • 1/05-5/07

Directed highly successful marketing campaigns in print, video, and interactive media. Managed a 200+ page corporate website and a library of interactive tutorials.

Contact Information

Email: cabe@cabelindsay.com
URL: www.cabelindsay.com
Phone: (512) 230-1646
Address: 1404 W 12th St, Unit A,
Austin, TX 78703

Educational Background

Master of Arts • Advertising
University of Texas
Austin, TX

Class of 2011 member of the prestigious Texas Creative portfolio sequence. GPA 3.84

Bachelor of Arts • Advertising
Michigan State University
East Lansing, MI

Class of 2002 honors graduate and recipient of full-ride academic scholarship. GPA 3.56

References

Terrific references are available upon request.