



# CABELINDSAY

## Top Strengths

**Marketing Management** - My 15-year immersion in digital media gives me the agility and versatility to lead teams in the creation of marketing campaigns, with resounding high quality.

**Digital Media Production** - My natural ability in media arts is a rare find, backed by my expertise in the latest Adobe CC software. Specialties include videos, websites, and social media campaigns.

## Professional Experience

### **Media Production Manager - [ARISE Video Studio](#) | Austin, TX | 6/14-Present**

I am the chief project manager and digital media producer of a boutique media studio. I work mainly in videography, where my roles include: camera operator, director, writer, strategist, and video editor. I also work in creative marketing, where my roles include: web designer and developer, graphic designer, and art director. My primary responsibility is to oversee the start-to-finish production of our projects.

### **Art Director - [Watershed 5](#), [i2i Group](#) & [Ahstin](#) | Austin, TX | 8/08-4/14**

I produced outstanding ad campaigns for local and international brands. Clients included: (1) Schools, e.g. [University of Texas](#); (2) Local Businesses, e.g. [Multimedia Games](#); (3) Global Tech Firms, e.g. [CA Technologies](#); and (4) Non-Profits, e.g. [American Heart Association](#). My work included corporate video production, brand design, graphic design, web design, email campaigns, social media campaigns, and more.

### **Web & Graphic Designer - [Prizm Development](#) | Dallas, TX | 8/07-8/08**

I led and launched over 20 large-scale websites and online campaigns within one year, primarily for the healthcare industry. Some of these websites still stand strong today, ten years later, e.g. [Carle Spine Institute](#). Outside of our healthcare focus, my work included email marketing and business development packages for companies in childcare and hospitality.

### **Marketing Director - [Visual Learning Systems](#) | Missoula, MT | 1/05-5/07**

I developed corporate brand campaigns to establish this software firm as a leader in the GIS industry. I was a key player in the company's growth, managing our 200+ page website and building a library of interactive tutorials, along with animated videos, press releases, presentations, trade show signs, merchandise designs, and product packaging.

## Formal Education

### **Master of Arts - [University of Texas](#) | Austin, TX | 9/09-5/11**

I earned an MA in Advertising, with a focus on art direction, copywriting, and digital media production.

### **Bachelor of Arts - [Michigan State University](#) | East Lansing, MI | 9/98-5/02**

I received a BA in Advertising, attending as a full-ride scholarship recipient and graduating with honors.



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## References & Recognition

"I met Cabe while we were both attending the University of Texas Advertising program, and since then I have worked on a project basis with Cabe. I am continually impressed by Cabe's ability to blend creativity and marketing strategy in such a practical way. Cabe is extremely consistent with the quality of work he produces, and he is one of the most goal-oriented, self-motivated people I have come across professionally. Cabe would be a great addition to any team with his energy and out-of-the-box thinking. I enthusiastically endorse Cabe Lindsay." —**Leigh Pankonien | Digital Marketing Manager, Silicon Labs, Austin, TX, email: [lpankoni@alum.trinity.edu](mailto:lpankoni@alum.trinity.edu)**

"The marketing team at Fundbox hired Kat and Cabe to film our very first small business micro event and we have to say we had an AMAZING experience working with them. Their careful approach to filming ensured that they captured the most important moments of our event. We couldn't be more happy and would recommend Kat and Cabe film any event big or small, personal or corporate. They are great!" —**Tim Donovan | Head of Corporate Communications, Fundbox, Alameda, CA, email: [tim.donovan@fundbox.com](mailto:tim.donovan@fundbox.com)**

"Cabe Lindsay has helped me in countless ways to present a digital and physical presence for my business. I feel like my association with him has put me three steps ahead of my competitors. He is the first person I would recommend to anyone in need of media services." —**Dave Francis | Founder of Guitarborist in Missoula, MT, email: [daveyfrancis@gmail.com](mailto:daveyfrancis@gmail.com)**

"The shoot process itself was absolutely magical...an unforgettable day! And of course, the final product (video and photos) blew my mind. It was exactly the tone / mood / quality I wanted, and we went through a single round of edits to get the video itself just right. The results have absolutely helped my career, and I can't recommend them highly enough." —**Tolly Moseley | Writer & Host, Austin360, Austin, TX, email: [austineavesdropper@gmail.com](mailto:austineavesdropper@gmail.com)**

"The professionalism is flawless. Never in my life have I seen a turn around like this. The first edit of our video was sent to us to view less than a week later! AND it is so beautifully done." —**Robin Hunter | Restaurateur in Austin, TX, email: [c\\_robinhunt@yahoo.com](mailto:c_robinhunt@yahoo.com)**

"Cabe Lindsay removes the shroud of mystery from the creative process. Ever accessible and interesting, Lindsay deciphers the fundamentals of creativity by introducing a medley of time-tested techniques and novel approaches backed by sound research and personal experience." —**Kevin D. Thomas | Assistant Professor, The University of Texas, Austin, TX, email: [kevin.thomas@utexas.edu](mailto:kevin.thomas@utexas.edu)**

"I experienced Cabe Lindsay's creativity first hand at Michigan State University. I was so impressed with Cabe that I invited him to be the TA for the class the following semester where he helped teach other students how to discover and develop their big ideas. I have watched him climb into the art director's role, and I am proud to see that he continues to inspire others." —**Dr. William J. Ward a.k.a. DR4WARD | Social Media Professor, Syracuse University, Syracuse, NY, email: [dr4ward@mac.com](mailto:dr4ward@mac.com)**