



# LYNN EL-ROEIY

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I am a warm, thoughtful, and giving person with a proven track record of success in building communities, fostering lines of communication, and facilitating a positive, professional atmosphere for my colleagues and clients. I currently work as a graphic designer in the publishing industry and am committed to a career change to become a professional counselor by obtaining a master's degree focused in adult clinical counseling.

## EDUCATION

<b>MASTER OF SOCIAL WORK</b> University of Southern California Los Angeles, CA	2025
<b>CERTIFICATE IN GRAPHIC AND DIGITAL DESIGN</b> Parsons School of Design New York, New York	2020
<b>CERTIFICATE IN PUBLISHING</b> Columbia University in the City of New York New York, New York	2017
<b>MASTER OF ARTS IN COMMUNICATION, CULTURE, AND TECHNOLOGY</b> Georgetown University Washington, D.C.	2017
<b>BACHELOR OF ARTS IN ENGLISH LITERATURE AND CREATIVE WRITING</b> Kenyon College Gambier, OH	2015

## PROFESSIONAL EXPERIENCE

### VISUAL DESIGNER

SCHOLASTIC • NEW YORK, NY • OCTOBER 2021 - PRESENT

- Conceive and produce ideas and design based on creative briefs and marketing strategy
- Design print materials, including advertisements, logos, posters, postcards, POP, bookmarks, invitations, signage, catalogs, and sell sheets
- Design digital marketing assets, including website banner ads, graphics, social media posts, and animated gifs
- Prepare print and digital files for production
- Promote children's books for toddlers, middle-graders, and teens in support of marketing, publicity, sales, and conventions teams

## PROFESSIONAL EXPERIENCE (CONTINUED)

### ASSISTANT DESIGNER

HACHETTE BOOK GROUP • NEW YORK, NY • FEBRUARY 2021 - OCTOBER 2021  
40 - 50 Hours of work per week

- Design 8-10 frontlist titles per season
- Participate in art conceptualization and production meetings
- Manage two full-time freelancers and delegate projects to additional freelancers; act as liaison between freelancers and in-house team
- Liaise with high profile authors and maintain communications with book stakeholders
- Manage all backlist picture book reprints under urgent deadlines

### DESIGN ASSISTANT

HACHETTE BOOK GROUP • NEW YORK, NY • MARCH 2019 - FEBRUARY 2021  
50 - 65 Hours of work per week

- Manage and design 30-35 picture books from conception to completion per year over three seasons
- Manage master schedule of key production, marketing, and sales deadlines for longterm and crash titles
- Prep files to be released in line with 4 Color and 1 Color production standards with complex features
- Research illustration and design trends for potential collaborations
- Conceptualize and design promotional materials for author campaigns and trade shows

### MARKETING & CREATIVE SERVICES ASSISTANT

ABRAMS BOOKS • NEW YORK, NY • AUGUST 2017 - NOVEMBER 2018  
45 - 55 Hours of work per week

- Assist Chief Marketing Officer and Director of Publicity with executive projects
- Sales conference coordination (i.e. tip sheets, reading notebooks, PowerPoints)
- Administrator for weekly Marketing meetings and company-wide meetings
- Manage departmental budget and spearheaded initiative to create more effective, digitized expense tracking system
- Project manager for select title and social media marketing plans and SEO research
- Attend and plan company presence at national conferences and publishing showcases
- Created comprehensive training manual for current and future members of department on how to perform all administrative tasks related to the role

### VISUAL ASSOCIATE

ANTHROPOLOGIE • WASHINGTON, D.C. • OCTOBER 2015 - APRIL 2017  
45 - 55 Hours of work per week

- Assisted in photography, videography, and written content for social media platforms for Anthropologie Georgetown including Instagram, Facebook, Email Invitation Events, etc.
- Actively collaborated with store, regional, and home office senior staff to execute visual design that is reflective of trend, on-brand messaging, and inspires the customer
- Researched editorial trends, creative campaigns, and accurate copywriting to assist in store visual merchandising
- Maintained working knowledge of business software, daily finance goals, budgeting tasks and inventory needs to help store meet quarterly/yearly sales goals
- Aided in management of personal stylist database, customer engagement feedback, and staffing schedule

## PROFESSIONAL EXPERIENCE (CONTINUED)

### LEGAL ASSISTANT

BARBARA FLUM STEIN & ASSOCIATES • MEDIA, PA • JUNE 2015 - AUGUST 2015  
40 - 45 Hours of work per week

- Communicate with clients, gathering necessary documents and information to begin building a case
- Conduct initial research and provide information to Barbara Flum Stein
- Manage all administrative responsibilities in the legal office
- Draft the first copy of legal documents
- Organize all legal documents in a confidential way
- Accompany clients to hearings and courtroom visits, serve as note taker and recorder for courtroom events

### HEAD COMMUNITY ADVISOR

KENYON COLLEGE • GAMBIER, OH • AUGUST 2012 - JUNE 2015  
12 - 25 Hours of work per week

- Managed nine person staff of Community Advisors for over 700 residents
- Collaborated with professional staff to facilitate planning, coordination, and evaluation of residential programs
- Strengthened community among upper level residents through interactive hall programming, ensured student safety by completing weekly duty rounds at 12:00am and 2:00am over five resident halls
- Acted as liaison between students and members of Counseling Center, Campus Safety, and Mount Vernon County Police centers during moments of physical, mental, and community health crisis

### KENYON REVIEW ASSOCIATE

THE KENYON REVIEW • GAMBIER, OH • AUGUST 2012 - JUNE 2015  
4 - 10 Hours of work per week

- Read a minimum of eight submissions per week
- Edited submissions for typography, grammar, punctuation, AP style, and consistency
- Assisted in selection of finalists for 10+ writing contests
- Attended weekly publishing seminars with outside experts in various literary fields

## TECHNICAL SKILLS

- ADOBE CREATIVE SUITE: InDesign, PhotoShop, Illustrator, After Effects, Acrobat
- VIDEO EDITING SOFTWARE: Final Cut Pro, iMovie
- OFFICE AND EDITING SOFTWARE: G Suite, Microsoft Office, Workfront CMS
- ARTISTIC: Watercolor Painting, Ink Drawing, Book Arts, Hand lettering, Font Creation, Quilling, Pattern Making, Knitting

## LANGUAGES

- ENGLISH - NATIVE
- SPANISH - ADVANCED
- HEBREW - ELEMENTARY

# HONORS AND AWARDS

## AWARDED AT KENYON COLLEGE - CLASS OF 2015

### GARY SWEENEY OUTSTANDING COMMUNITY ADVISOR AWARD MAY 2014

- Awarded annually in recognition of one student staff member of the Housing and Residential Life team, “who most exemplifies the qualities of leadership, loyalty, responsibility, dedication and caring for Kenyon students and the Kenyon community.”

### TEAM PLAYER AWARD MAY 2013, MAY 2014

- Awarded twice by an annual popular vote, “to the staff member who always treats other staff members with respect. They consider the ideas and opinions of others, willingly accept their own responsibilities and always help others when needed. Utilizing strong interpersonal skills, they work toward maintaining harmonious relationships and by doing so, enhance overall staff productivity.”

### COMMITMENT TO COMMUNITY AWARD MAY 2013

- Awarded annually, “in recognition of one CA’s ability to build a community that has been socially responsive, collectively accountable, involved and invested, and his or her dedication to forming meaningful relationships with residents.”

### COMMUNITY ADVISOR OF THE MONTH SEPTEMBER 2012, APRIL 2013

- Awarded twice for outstanding performance as a Community Advisor for programming, task management, dedication to the position and ability to handle severe crises.

### MERIT LIST 2013, 2014, 2015

- Awarded for a cumulative semester GPA of or above 3.55.

# REFERENCES

## ALEX SHAVER, LPC, NCC COUNSELOR AT THE CENTERS

- Email: alexdshaver@gmail.com
- Phone Number: 440-213-4982

## SAHO FUJII ART DIRECTOR AT LITTLE, BROWN BOOKS FOR YOUNG READERS

- Email: saho.fujii@hbgusa.com
- Phone number: 917-873-2677

## PROFESSOR SAM PACK PROFESSOR OF ANTHROPOLOGY, KENYON COLLEGE

- Email: pack@kenyon.edu
- Phone number: 740-427-5888

## PROFESSOR JEANINE TURNER PROFESSOR OF COMMUNICATION STUDIES, GEORGETOWN UNIVERSITY

- Email: turnerjw@georgetown.edu,
- Phone number: 202-687-6927