



LYNN EL-ROEIY

— PHONE —

— EMAIL —

— WEBSITE —

Available Upon Request

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LYNNEL-ROEIY.COM

CREATIVE PRODUCER

ABOUT ME

I am an extremely motivated and hardworking professional looking to pursue longterm career goals in art direction, communication design, and design management. I have a strong background in creative project management, creative operations coordination, and graphic design and am looking to apply my skills in an innovative and challenging environment.

SOFTWARE SKILLS

- Adobe InDesign ■ ■ ■ ■ ■ ■
- Adobe Illustrator ■ ■ ■ ■ ■ □
- Adobe Photoshop ■ ■ ■ ■ ■ □
- Adobe After Effects ■ ■ ■ □ □ □
- Microsoft Office ■ ■ ■ ■ ■ ■
- Google Suite ■ ■ ■ ■ ■ □
- Final Cut Pro ■ ■ ■ □ □ □
- Mailchimp ■ ■ ■ □ □ □

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

ASSISTANT DESIGNER

HACHETTE BOOK GROUP • NEW YORK, NY • FEBRUARY 2021 - OCTOBER 2021

- 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

- 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

EDUCATION

2025

MASTER OF SOCIAL WORK

University of Southern California

2020

CERTIFICATE IN GRAPHIC & DIGITAL DESIGN

Parsons School of Design

2017

CERTIFICATE IN PUBLISHING

Columbia University in the City of New York

2017

MASTER OF ARTS IN COMMUNICATION,
CULTURE & TECHNOLOGY

Georgetown University

2015

BACHELOR OF ARTS IN ENGLISH LITERATURE

Kenyon College