



LINDSAY LEWIS

Portfolio, 2018

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OBJECTIVE

Adventurous creative in the **communication** revolution. Brings brand awareness through thoughtful and **provoking** content, photography, and **storytelling**. Detail-oriented with a planner's mentality. Mindful, **curious**, an eager learner, and able to take on large projects in a **deadline-centered** environment.

REACH OUT

512.577.7099

LMLY967@GMAIL.COM

BLOG: ROSIESUNDAY.WORDPRESS.COM

OVERVIEW: ABOUT.ME/LINDSAY.LEWIS

PROFESSIONAL: LINKEDIN.COM/IN/LINDSAYMLEWIS/

PORTFOLIO: ROSIESUNDAY.WORDPRESS.COM/PORTFOLIO-2/

GITHUB.COM/LMLY967



ABOUT ME

Born in downtown Austin, Texas, I grew up surrounded by color, art, music, and life all around me. My family moved northwest of Austin to the hill country, where life slowed down and I learned the importance of hard work, gratitude, and embracing the outdoors. At 18, I moved to Missouri for college and studied Communication and Fine Art: Photography. After studying abroad in Valparaíso, Chile for my last semester, I backpacked around South America with a few friends for a month. I lived in Columbia, Missouri in 2013, which was when I simultaneously worked as a SEO/SEM Consultant and planned the Homegrown Art Show to raise funds for Rainbow House with a couple good friends.

I moved back to Austin in 2014 and obtained a position at Mood Media as a Voice Consultant, where I worked with Voice talents, audio engineers, and schedulers to bring a messaging and music experience to retailers, restaurants, banks, hospitals, and beyond all around the country. In the evenings, I took classes to learn some new skills that would propel me in my career. These included a business class and an HTML for Beginners class. I fell in love with the challenge of coding, so I enrolled in a four-month career blueprint course on Responsive Web Design & Development. I put these skills to work after obtaining a new position at the YMCA of Austin - Town Lake as a Communications Director. I learned so much during my time here, like how to manage large-scale projects, lead team meetings, connect with community partners, establish empathy in conversation, and streamline communication. After some changes in my personal life, like so many others, I needed to take some time to regain clarity. I embarked on a four month road trip, in which I circumnavigated the U.S. and some of Canada with my dog, Sage. We slept in the back of my Subaru Outback while carving our own path around the continent. I returned from this trip in November 2017 after almost 120 days of exploration, growth, challenge, and change. Most recently, I have been freelancing as a technical writer for law firms, TXBeachHouses.com, pop culture websites, fitness gurus, and more. This work has taught me how to generate content for a variety of clients, ensuring their brands and messages are transferred in a clear and concise manner.

I am the type of person who loves to work, travel, meet new people, try new foods, and live life to the fullest. I have a deep appreciation for those who have helped me get to where I am in life, and I hope to give back in the same way.

Thanks for checking out my portfolio. The following sections include all types of examples of my work, including everything from newspaper articles published in my early teens to web design and videography. If you have any questions or feedback, I am available anytime at lmly967@gmail.com or 512.577.7099.

EDUCATION

I obtained a **Bachelor's Degree in Organizational Communication** and a minor in **Photography** from the University of Missouri in 2012. I graduated with a 3.6 GPA in the **Lambda Pi Eta Honors' Society**. My last semester before graduating was spent studying abroad in Valparaíso, Chile. Check out the travel blog I kept during my time in South America [here](#).

In 2015, I enrolled in a four month career blueprint course with Skillcrush. This course focused on teaching students **responsive web design and development**. While taking the online class, I built out my own website, learned the basics from wireframing to some more complex topics like working with a Bootstrap framework.



HARD SKILLS

- Adobe Creative Suite: InDesign,
- Illustrator, Photoshop, Lightroom,
- Premiere Pro
- Storytelling writing style
- Public speaking
- Web Design
- Video and photo editing
- Photography - Portraiture, Event, Wedding, and Travel
- Organizational Communication Strategy
- Web content production & maintenance
- Email marketing
- Event Planning
- HTML5/CSS3
- Conversational Spanish
- Volunteer Management
- Social Media Marketing & Management
- Statistical Analysis
- SEO/SEM Marketing

SOFT SKILLS

- Ability to solve critical problems
- Ability to work in a team environment both as a leader and an integral member
- Decisive
- Punctual
- Organized
- Ability to multi-task in a fast-paced environment
- Ability to meet deadlines
- Ability to communicate verbally with people inside and outside an organization
- Ability to plan, organize, and prioritize work
- Ability to obtain and process information

EXAMPLES OF WORK

EMAIL MARKETING



AUGUST 21 - DECEMBER 31
TownLake Y Fall Youth & Teen Programs

Check out our interactive youth program guide below!

YOUR FALL GUIDE



Room to become more...

Summer time isn't over quite yet, but the time behind what's past is full of great memories. We're so glad you had fun, and we'll be offering up the fall to help you get ready for the season during the ability of getting school supplies, meeting new teachers, and learning our best friends.

With these parties, you will find programs from A-Z that fit your needs. Whether you're looking for more personal training, the fitness lab, learning how to swim, or participating, we have everything to make sure you have the season to explore all that you have right here at the Y.

Check out our interactive [program guide](#) to get ahead! Want to take a deeper dive into the details of a program? We also have [program guides](#) for all of our fall options.

Join us on August 28th for Splash Bash!

Join us on Saturday August 28th from 10-2PM for our Splash Bash pool party to celebrate the start of a new school year! The pool party is FREE and open to the public. We bring pool floats and beach toys, we will have cool giveaways, music, snacks, pool games, watermelon, and more.

Be sure to check out our [Facebook page](#) for updates and to spread the word!



SHOW GOOD FOR A BETTER US

The YMCA of Boulder is a leading non-profit organization whose mission is to serve the community through programs that build a healthy spirit, mind and body for all - regardless of background, lifestyle or economic status. We believe that lasting personal and social change can only come about when we all work together to work on our body, our health and our communities. The recent Olympic season through the National Olympic Committee makes programs and opportunities available to people and communities that they would not have otherwise.

Learn more about our events, and join us in all efforts up by creating a safe and supportive environment for all.

OUR CAUSE





100-2017 Newsletter

DEPARTMENT STARS
JUNE 2017

IMPORTANT DATES

Summer Olympics Start July 23 from 10:00 AM to 10:00 PM
2017 at TownLake Y for Youth & Teen Programs

Did You Say FREE?

Swim & the smoothie is about the best free offering you can get! (and you're getting it for free.)

It's a \$3 smoothie and swim with the smoothie on July 28 from 10:00 AM - 10:00 PM. This is a special offer for the Y's fitness lab.

1. 100-2017 Newsletter
2. 100-2017 Newsletter
3. 100-2017 Newsletter
4. 100-2017 Newsletter

Branch & Association Updates

Your Branch is currently 100-2017.

We are currently accepting registrations for our 100-2017 program. This is a special offer for our members and is only available to our members.

The registration fee is \$10.00. This is a special offer for our members and is only available to our members.

For more information on this program, please contact [100-2017](#) or visit our website at [www.ymcaofboulder.com](#).

Remember, there is no cost to you for this program.

Did you catch the photos from our recent "Swimming in Boulder"?

None of our TownLake youth state newsletters so quickly that they don't see it. You can see the full album [here](#).



New Chapter

We have a new chapter for our youth state newsletters. We are currently accepting registrations for our 100-2017 program. This is a special offer for our members and is only available to our members.



AUGUST 21 - DECEMBER 31
TownLake Y Fall Adult & Family Programs

Check out our interactive youth program guide below!

YOUR FALL GUIDE



From 100 degrees to 50 degrees... the season is off to a great start. We have everything to make sure you have the season to explore all that you have right here at the Y.

Check out our interactive [program guide](#) to get ahead! Want to take a deeper dive into the details of a program? We also have [program guides](#) for all of our fall options.

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Be sure to check out our [Facebook page](#) for updates and to spread the word!



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Learn more about our events, and join us in all efforts up by creating a safe and supportive environment for all.

OUR CAUSE



WEBSITES



VIEW OUR PRODUCTS



TECHNICAL WRITING

Click on each screenshot to be linked to full article on client's website. Clients include Domain Realty Austin, HealthAffairs.org, Kettlebell Kings, Leichter Law Firm, Chris Mayo Law Firm, Honor Roll of Liberty, OMG.inc, TXBeachHouses.com, Advantage Collision, among others nationwide. Assignments are weekly and range in content.



Three Shocking Facts About Medical Malpractice

Posted by Ben Haley on Dec 3, 2017 or Subscribing Your Affairs by 0 comments

Medical malpractice is a term that is often used to describe a doctor's negligence or the negligence of a hospital or other medical professional. It is a term that is often used to describe a doctor's negligence or the negligence of a hospital or other medical professional. It is a term that is often used to describe a doctor's negligence or the negligence of a hospital or other medical professional.

1. **How often do you get a malpractice lawsuit?**
While only a small number of doctors are sued for malpractice, the number of lawsuits filed against doctors is increasing. In 2015, there were over 100,000 malpractice lawsuits filed against doctors in the United States.

2. **How often do you get a malpractice lawsuit?**
The average cost of a malpractice lawsuit is over \$100,000. In some cases, the cost can be as high as \$1 million. This is because malpractice lawsuits are often very expensive to defend.

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Recent Posts
How Safe Are Your Funds?
How Quickly Should My Home Sell?
When Should I Sell My House?
How Much Is My Home Worth?

Categories
Real Estate
Home Selling
Home Buying
Home Inspection
Home Valuation
Home Financing
Home Insurance
Home Maintenance
Home Renovation
Home Security
Home Technology
Home Trends

Author
Ben Haley
Ben Haley is a real estate professional with over 10 years of experience. He has helped thousands of clients buy and sell their homes. He is a member of the National Association of Realtors and the Texas Real Estate Board.

TECHNICAL WRITING

Guest Post for HealthAffairs.org (*link unavailable; full content below*)

Your overall well-being has much to do with your physical fitness. Maintaining a healthy lifestyle promotes mental clarity, injury prevention, longer lifespans, happiness, better sleep, and higher levels of energy. Your body is the vessel that carries you through each day and gives you an opportunity to make an impact on others' lives as well. Whether you use your arms to reach for something on the top shelf for someone else at the grocery store, or if you use your legs to run to help a person who dropped their books in the hallway, you are gifted with a physical ability to be of service to others. No matter your body type, you have something that's very unique to being human to be grateful for. Maintaining our health and wellness levels is at the core of our purpose to be the best version of ourselves we can be. We feel better, we look better, and we do better when we give our bodies the care they need.

There are so many different ways to stay physically healthy these days, and you have nearly endless options out there to choose from. For us living busy lives, hustling between jobs, school, and extracurricular activities, having tools that will simplify the process of getting healthier helps us stay on track with our fitness goals. These tools also throw in new challenges, targeted muscle strengthening, and increased endurance. Each one of these benefits plays a vital role in keeping us interested and engaged in our workout routines. Running on the treadmill or riding the same bike at the gym can get boring, so spice it up a bit with some fun new exercise resources that will give added health

benefits and good reason to set new health goals.

Most of us have seen the traditional weights around the gym, which are each used to target specific muscles and build strength in very particular areas of the body. These have long been beneficial to anyone looking to become stronger and more physically fit, but the amount of time necessary and the need for a variety of weights can limit your results.

Fortunately, more simplified tools with distributed weight that often result in quicker, more substantial results have entered the playing field. Kettlebells have taken over the fitness world and even become a highly competitive sport. Their use in the gym, at home, or virtually anywhere is flexible and delivers great results. Kettlebells have been proven to build strength and endurance, increase flexibility, restore ligaments and tendons to protect joints, and even improve posture. By using kettlebells, you prevent future injuries because you are building up your ligaments and tendons, which will protect you from unnecessary suffering. These fitness tools have distributed weight, unlike traditional weights. What this means is that your workouts are not limited to specific muscles or areas of your body but rather more comprehensive in that by simply using a kettlebell, you are engaging the full body in your movements. You will see faster results, greater fat loss, increased endurance and flexibility, and more muscle strength.

There are a variety of different types of ket-

tlebells to choose from based on your needs and health goals. The most important step in making that decision is to evaluate your physical condition and abilities honestly. Even the fittest person who is used to weights and strength training in the gym may find difficulty getting used to using a kettlebell at the beginning. It is advisable to start off with less weight to prevent injuries and improper technique habits. Typically, an average fit man should begin with a 35-pound kettlebell, and an average fit woman should begin with an 18-pound kettlebell. Speaking with your personal trainer, gym staff, or a Kettlebell distributor will give you greater insight into what would be most appropriate for your needs.

Since one of the primary benefits of using a kettlebell is the improvement in posture, you will want to pay particular attention to your form when using these beneficial tools so that you are not taking steps backward in your workouts. When you have proper posture, you are keeping all of your bones and joints in line, so your muscles are able to move and function as they were meant to. Some things as simple as the way you are standing or moving during your workouts can have a huge impact on your overall health, so don't take the benefit of proper technique for granted when seeking results.

Between technique and available tools like kettlebells, you will begin to see serious results with consistent practice, determination, and routine. Many of us work out for the physical gain, but the mental results of

breaking a sweat and getting our heartbeats up are outstanding. Kettlebells provide such a wide variety of movements for us to explore, including ballistic, grind, and hybrid movements. Ballistic movements are typically high-powered, high-velocity movements like jump squats and push presses. Grind movements are typically slower, including windmills, overhead presses, and side and screw presses. Hybrid would be a combination of these different types of movements within your workout routine. With these three different main channels of movement, you will enhance your physical outcome significantly.

Kettlebells provide a twist to your routine that will make exercise both enjoyable and rewarding. Since we only get one body in this lifetime, it is important to treat them with the care and respect they deserve. Physical prosperity does not come without hard work. When you change things up and add new elements to your routine, you are giving other muscles a chance to grow stronger and healthier, which will protect you from potential future injuries and health issues. Being mindful and aware of your improvements will aid you in staying on track to meet your goals, so don't be shy about journaling or photographing your journey so you can see just how far you have come after you incorporate some kettlebells into your routine. Perhaps you will even notice more rapid improvements, which always serves as encouragement to reach the next goal.

SOCIAL MEDIA MARKETING

TownLake YMCA
October 3, 2017

When you donate to our cause, you are contributing to the financial foundation that will make it possible for Daniel to learn to fully walk again. As with all of our financial aid recipients, these funds go directly back into strengthening our community. #For a Better Us - That's the Y.

Donate today: <https://www.austinyymca.org/donate>

Read more by clicking below!



Meet the Y: Daniel | YMCA of Austin | Austin, TX

If you have been to the branch anytime in the past eleven months, you have definitely either met or spotted our new Membership teammate, Daniel Velazquez. His big personality lights up every shadow, and he embraces moments to fit.

AUSTINYMCA.ORG

TownLake YMCA
October 3, 2017

Accessibility for all is one of our main missions at the Y. So for the first time ever, we're partnering with Archer's Challenge on Saturday, October 14 to kick off a week of exciting events and activities to raise awareness for accessibility in public places for all. Click the link to learn how you can get involved! #ForADeterUs



Register for Archer's Challenge with the Y!

Archer Hickey challenges each of us openly to recognize how us that the world really is. Trade your feet for wheels and try to navigate your world from a wheelchair. We will provide the wheelchair and the transformative experience. You bring an open...

MICHERSCHAUENGR.CREAFRASE.COM

Like Comment Share

TownLake YMCA
September 15, 2017

It wouldn't be a Friday at TownLake without a little live music from our talented friends, like Craig Ivelin, in the Cathedral of Open Heartedness (or lobby) 🎵. Listen in to the smooth sounds in the video below and stop by to kick off the weekend with us! #FridayFeeling #ForADeterUs



275 Views

Like Comment Share

TownLake YMCA
September 1, 2017

Meditation with Elizabeth Hoxington is a relaxing program that we offer weekly beginning October 4, 2017. Take a 20 minute breather and some time to recharge during your lunch break, the only thing you have to lose is some extra stress!



Monthly Meditation beginning October 2017! | YMCA of Austin | Austin, TX

Meditation with Elizabeth Hoxington is a relaxing program that we offer weekly beginning October 4, 2017. Take a 20 minute breather and some time to recharge.

AUSTINYMCA.ORG

Like Comment Share

Paul Silver and 17 others

TownLake YMCA
August 24, 2017

This female-focused class will introduce you to the weight room and weight lifting techniques that will build your confidence and help keep you accountable to meeting your own specific goals.

Sign up online or at the Welcome Desk today!



Women's Fitness | YMCA of Austin | Austin, TX

Develop the knowledge for strength training with other motivated women to get stronger, increase endurance and build friendships. This female-focused class will introduce you to the weight room and weight lifting-techniques that will build your...

AUSTINYMCA.ORG

Like Comment Share

TownLake YMCA
August 21, 2017

Barre Fitness™ is a one hour full body workout that fuses the best elements of ballet, pilates, sports conditioning and stretching for a truly unique and fun experience.

Sign up at the Welcome Desk or online today!



Fitness Programs | YMCA of Austin | Austin, TX

Ready, Sweat, Go! (make a sweat, chat with a friend, relax your mind, challenge your body, or reconnect and recharge) Hundreds of free classes weekly for members. We promise to help support you through every stage of life, regardless of age, physical...

AUSTINYMCA.ORG

Like Comment Share

DIGITAL SIGNAGE



GROW. GIVE BACK. VOLUNTEER.

When you sign up to give back, you are pledging to make a difference in our community. The Y offers a variety of volunteer opportunities.

Inquire today at AustinYMCA.org/Programs/Volunteer

FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

the Y



HEALING IS ABSOLUTELY POSSIBLE

The YMCA Pro-Bono Counseling Program is dedicated to helping individuals and couples find their way through mental health, family, and social issues. Each member has access to 2 free sessions.

Elizabeth O'Brien
elizobrien@gmail.com

Marvia Haynes
marvihaynes@gmail.com
or 512-567-2876

Kristina Yarbrough
therapist.kristina@gmail.com
or 512-618-0008

WEB DESIGN



PRINT DESIGN



We have programs for all stages of life - children, teens, adults, and seniors. Check out some of these highlights below, click each area for details about that program, and visit our website at AustinYMCA.org for more!

- Adventure Guides Family Camping
- Team Sports for Youth and Adults
- Paddle Boarding and Kayaking
- Senior Programs
- Swim Lessons for all ages and skill levels
- 130+ Free Group Ex Classes
- Nutrition Counseling
- Personal Training
- Volunteer Opportunities

AustinYMCA.org | 512.542.9622 | [Facebook.com/AustinYMCA.TownLake](https://www.facebook.com/AustinYMCA.TownLake)



YOUR GUIDE TO ALL THINGS Y

MEMBERSHIP HANDBOOK
TOWNLAKE YMCA



We are a space where anyone can be, belong, and become.
We are so glad you've joined us!

JUMP RIGHT IN!
Check out these Fall Aquatics programs

CERTIFICATION CLASSES FOR CPR & BASIC FIRST AID

SWIM LESSONS (PRIVATE & GROUP)

MASTER'S SWIM TEAM

VALUE-ADDED WATER EX-CLASSES

WE ALSO OFFER:
Aqua Stretch
Water Polo
Water Skiing

ADULT PROGRAM GUIDE
FALL 2017 | TOWNLAKE Y
AUGUST 21 - DECEMBER 31

AQUATICS DEPARTMENT | ANDREA.FISHER@AUSTINYMCA.ORG

JUMP RIGHT IN!
Our indoor pool ensures you can stay in the water year round.

CERTIFICATION CLASSES
CPR & AED and First Aid

SWIM TEAMS
(Sea Turtles)

SWIM LESSONS
(Private, Semi-Private, and Group)

BEGINNER SYNCHRONIZED SWIM

WE ALSO OFFER:
Aqua Stretch
Water Polo
Water Skiing

YOUTH & TEEN PROGRAM GUIDE
FALL 2017 | TOWNLAKE Y
AUGUST 21 - DECEMBER 31

AQUATICS DEPARTMENT | ANDREA.FISHER@AUSTINYMCA.ORG

YOGA WORKSHOPS
FOR THE MIND, BODY, AND SPIRIT

WORKSHOP	DATE
Breath and Meditation with Brock Roser	January 21 st 3 - 5 PM
Exploring the Warrior with Scott Roskilly	February 18 th 3-5 PM
Yoga for Stress Management with Jogi Bhagat	March 25 th 3 - 5 PM
Yoga and Core for Endurance Athletes with Elizabeth Doss	April 22 nd 3 - 5 PM
Art and Yoga with Erin Damm	May 20 th 3 - 5 PM

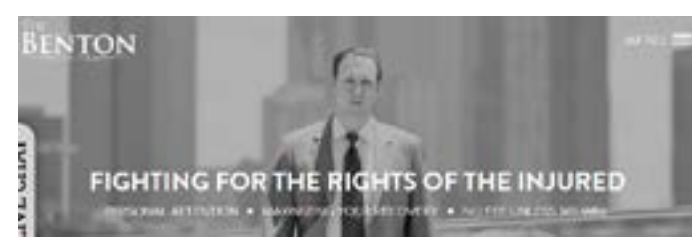
REGISTER ONLINE OR AT THE WELCOME DESK!
QUESTIONS → SHAWN.BOLTON@AUSTINYMCA.ORG

[@TLYMCA](https://www.facebook.com/TLYMCA)
[@Austin.YMCA.TownLake](https://www.facebook.com/AustinYMCA.TownLake)

1100 W Cesar Chavez St, Austin, TX 78703 | (512) 542.9622 | AustinYMCA.org

ARTICLES AND BLOGS

If you are viewing my portfolio online, feel free to click each box before to read the article in full.



SCIENCE-BASED TIPS TO RELAX AFTER A LONG DAY OF WORK

February 26, 2018



MEN WHO INSPIRE, PT. 1: ENVIRONMENTALLY RESPONSIBLE

February 26, 2018



A MAN WHO READS, & BOOKS TO INSPIRE YOU

February 26, 2018



LETTING GO OF THAT COMPETITIVE SPIRIT FOR A MORE FULFILLING LIFE

February 26, 2018



7 WAYS TO SHOW LOVE AND SUPPORT TO YOUR FRIENDS AND FAMILY

February 26, 2018



5 PODCASTS FOR THE SOPHISTICATED MAN

February 26, 2018

ARTICLES AND BLOGS

If you are viewing my portfolio online, feel free to click each box before to read the article in full. Some articles may no longer exist on the 3rd party website (e.g. if they are from 2014 and earlier, the website owner may have deleted the post).



9 Vital Tips to Survive Austin City Limits Music Festival [October] [Texas, USA] - WORLD...

Featured writer Lindsay Lately @LatelyLately.com



Why Does Cheryl Strayed's "Wild" Make Us Get Outside & Find Ourselves? | Misadventures Magazine

Do the questionnaires - what is it about books that make them so special to you?



Voice: Familiar or Foreign Talent Style? - Mood Media Blog

I am a Voice Consultant who primarily works with clients in the Deep South region (South Carolina, Georgia, and Alabama). The Deep South is rich in culture. Among them...



Everybody's Working for a Wild Weekend

Head on down to Friday, 2012 Show, where country music fans - This one used to be Corey's, but now it's just as well as the name implies. With some bars and the biggest bands...



Meet the Y: The Erlwines

BY LINDSEY LATELY | Monday, May 1, 2017 | 5:30am | SHARE



Meet the Y: Daniel

BY LINDSEY LATELY | Wednesday, March 29, 2017 | 1:12pm | SHARE



Top 5 Reasons to Get Moving This Winter

BY LINDSEY LATELY | Monday, February 28, 2017 | 11:50am | SHARE

ARTICLES AND BLOGS

If you are viewing my portfolio online, feel free to click each box before to read the article in full.



Meet the Y: Joe

By LINDSEY LEWIS | Monday, May 20, 2013 | 10:00am | [SHARE](#) [✕](#)



Meet the Y: Melissa

By LINDSEY LEWIS | Monday, May 22, 2013 | 10:00am | [SHARE](#) [✕](#)



Meet the Y: Finding Serenity in the Pool

By LINDSEY LEWIS | Monday, April 29, 2013 | 10:00am | [SHARE](#) [✕](#)



Meet the Y: Richard

By LINDSEY LEWIS | Monday, April 29, 2013 | 10:00am | [SHARE](#) [✕](#)

EVENT PLANNING



In 2012, two friends and I planned a community-wide art and music festival with over 20 artists and 8 bands. We raised funds for a local non-profit, Rainbow House. This organization focuses on helping and sheltering abused and neglected children in the mid-Missouri region. We recruited volunteers from the event, worked with local media outlets to market, spread the news via social media, and utilized resources to make this a successful fundraiser. This photo is from the event held at Rose Music Hall (formerly Mojo's) on May 3, 2013 in Columbia, Missouri.

EVENT PLANNING



Each year, the downtown YMCA serves as a rest stop for Bike to Work Day, and I helped plan efforts to make this a one of a kind stop for cyclists. My responsibilities included online and print marketing, being a photographer the day of the event, and communicating our brand and cause to visitors.



I co-planned the Gym Rat Open Golf Tournament in 2016 and 2017 for the Town Lake YMCA, which raised funds toward the Y's Annual Campaign. My responsibilities included: obtaining sponsorships and logos, photographer day-of the event, all printed signage, digital marketing, and set up/tear down.



Co-planned 2016 and 2017 Annual Meetings for the YMCA of Austin at ZACH Theater. This event is held to honor and commemorate those who believe in and work toward the YMCA mission of strengthening community.

EVENT PLANNING



In 2016, I co-lead efforts to plan the Splash Bash pool party held at the TownLake YMCA. This event provided a free family-friendly event for all of Austin's community members. We had over 300 attendees for the first event.



In 2016 and 2017, I helped plan our annual Thanksgiving Potluck where Y members bring in potluck dishes to share with the community.



In 2016, I helped plan our annual TownLadies event held at VUKA in South Austin. This event celebrated our awesome team and all of their hard work throughout the year. My responsibilities included creating a video presentation for the event, photographer day-of, online, and print marketing.



In 2017, we held our first Ping Pong Tournament, which I helped to plan. This tournament raised funds for the YMCA's Annual Campaign.

TREATMENT DESIGN



"Every production of an artist should be an expression of the adventure of his soul."

GoPro
Be a HERO.



FAR BELOW THE SURFACE
IS WHERE YOU WILL FIND ME

PROD COMPANY DIRECTOR 2



GoPro



OUR LENS
YOUR CREATIVE EYE

PROD COMPANY DIRECTOR 1



SEA ALL THE THINGS



PROD COMPANY DIRECTOR 4



TREATMENT DESIGN



Oliver Sacks
#017704618000
Page 1

intro

I am excited by the prospect of working with you on this project. Born in Brazil, I am closely connected to the farming community through family roots and have seen how fair trade practices meet a community with energy and hope for growth.

Moore Root's mission to serve quality products and give back to hospitals and schools is one I wish more companies embodied.

NORMAL.GOOD.FILMS
With Arthur Cruz Guerra

The "Rooted in Good" script follows a young, playful boy who enjoys football with his friends, being outdoors, and his loving family. When he's diagnosed with cancer of a young age, he undergoes a process he one should have to face. The commercial tells the story of a boy who finds his smile again after surviving the long battle. His dad tells stories the news of fooding out for him is comforting by embracing him with a love-like hug and toasting a Moore Root just beer with him.

It's a story of how the simple things in life can sometimes be the great

est source to our greatest challenges.

Moore Root's beverages are Fair Trade Certified, using 100% organic sugar cane from Brazil as the sweetener. This certification means not only are we paid a premium for the food we're putting into our products, that's not high-fructose corn syrup you're getting. It's 100% organic sugar cane, and it comes Fair Trade from our friends in Brazil. They farm our sugarcane, we support their hospitals and schools and you get to enjoy a variety of amazing refreshments. It's a pretty sweet supply chain.

Oliver Sacks
#017704618000
Page 4

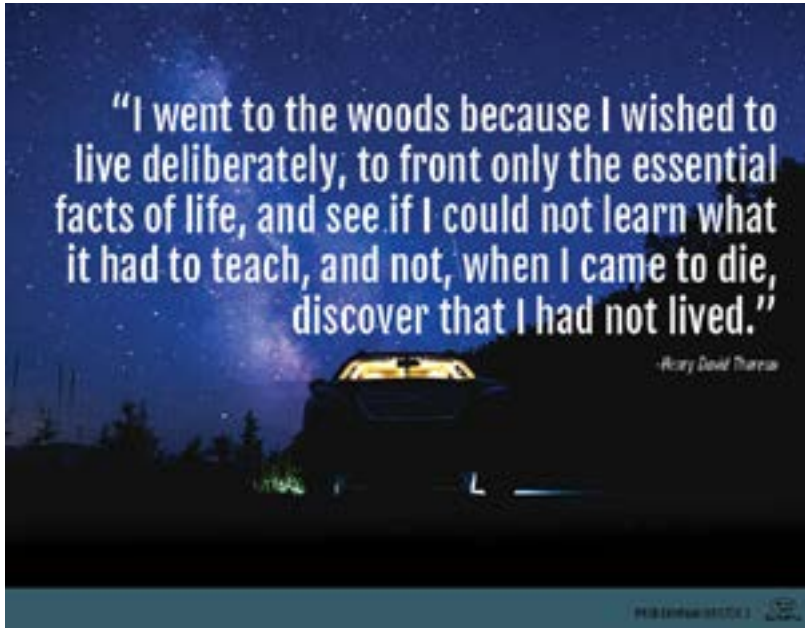
tone

Gabriel, the young boy, is playing soccer in a nearby field near his dad's sugar cane farm with a few friends. He's the small one with a big smile, and when he collapses in the middle of the game, his friends yell out to his dad who rushes him to the hospital right away. Bad news is around the corner, and Gabriel and his family's lives will be turned upside down with radiation, chemo treatments, and many sleepless nights.

NORMAL.GOOD.FILMS
With Arthur Cruz Guerra

Gabriel's childlike imagination and football dreams serve as a shield against the battle ahead. When his family finds out he is cancer-free, they remember to embrace the simple moments in life that bring the most joy. Moore Root's contributions to local hospitals and schools helped Gabriel's family overcome one of life's greatest obstacles and remember the importance of sticking together in challenging times.

TREATMENT DESIGN



PHOTOGRAPHY

I have a multitude of photos spread across various platforms, so please keep in mind that I have just chosen a few to feature here. You are welcome to poke around on the following websites and blogs to view more examples of my work. Fine art prints are available for viewing in print, so feel free to reach out to me directly and we can make arrangements.

RosieSunday.Wordpress.Com

SailingTheWinds.Wordpress.Com

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VIDEOGRAPHY

Click to view video

YOUNG/WILD/FREE

MABEL TURNS ONE!

SAVOY, TEXAS
HILL COUNTRY

RAINBOW HOUSE

ARTISTS IN
THE PROCESS

HOMEGROWN
ART SHOW

ORIGINS

MIGUEL

VIDEOGRAPHY

Click to view video

INNER WARRIOR
TOWN LAKE Y

MEET OUR
INSTRUCTORS
TOWN LAKE Y

WHEN IN AUSTIN

SPLASH AND LEARN
TOWN LAKE Y

PRACTICE

VOLUNTEER INVOLVEMENT

Big Brothers Big Sisters
Community First! Village, Mobile Loaves and Fishes
PALS
Habitat for Humanity
Rainbow House
Caring for Columbia

Valpo Surf Project
East Austin Baptist Church - Soup Kitchen
Bike MS
Texas Book Festival
Boneshaker Project
Brighter Bites

NEWSPAPER ARTICLES



MARKETING CAMPAIGNS

Tri Annual Program Campaign

Overview: I designed and implemented this campaign as a strategy to be more transparent in our offerings and programming in my role as a Communications Director. This campaign ran three times per year and included an interactive visual guide and various other marketing elements (print and web). Its purpose was to promote upcoming seasonal programs for seven different departments at a non-profit.

Problems Solved: This campaign streamlined and simplified communication and provided a central space where members and staff could find information, registration links, upcoming dates and deadlines, and inspirational stories.

Outcome: For some programs, like our youth dance program, registration numbers jumped 60% as a result of the Tri Annual Program Campaign.

Annual Campaign

Overview: This is a year-long campaign ran by the YMCA association to raise funds to ensure everyone has access to healthy living, volunteer opportunities, and youth development. As an integral part of the MarCom team, I helped build and grow this campaign throughout the Austin community.

Problems Solved: This campaign directly provided access to thousands of Austin residents. The funds were used to build a financial assistance program so anyone, regardless of income, could come to the Y.

Outcome: \$1.2 Million dollars raised - One hundred percent of Annual Campaign contributions go directly back into the community. These funds help make it possible for children, families, seniors, neighbors and others to benefit from Y programs and memberships, regardless of their financial circumstances.

REFERENCES

Jude Hickey

Associate Executive Director at YMCA of Austin

As the TownLake YMCA Communication Director, Lindsay Lewis excelled as a thoughtful, detailed, and adept communicator. She was able to combine her creative and earthy personal brand with the YMCAs carefully cultivated culture. Lindsay effectively portrayed the Y voice in all messaging and gave our local brand even more of a thought provoking presence.

Forrest Dougan

Data Scientist at Varsity Tutors

Lindsay walks the walk. Period. What so many people her age talk about doing, helping the less fortunate, aiding those with less, she stood up and proceeded to do with a voracious desire to improve the world around her. Lindsay harnessed skills that are above and beyond the typical volunteer, convincing people she knew and did not know to come together for a cause that under her direction would become more than the sum of its parts.

Lindsay performs sublimely under pressure, handles changing environments (literally in the case of her work at HGAS), communicates concisely and effectively, and is the kind of person you can trust to manage a team with kindness, that is, a woman who people want to follow and work with. I cannot recommend Lindsay highly enough as a business partner or as an employee from what I have seen in a business environment, and across the dinner table as a friend.

Casey Clark

President/Publisher at Spartacus Publishing

Lindsay is a dedicated professional who is committed to doing an excellent job. She is very intelligent and brings an abundance of computer skills to the forefront. She is willing and able to jump into any task and see it through to completion. Lindsay's ability to accept feedback and synthesize a great solution has been tremendous.

Leslie McCullough-Payne

Artist at LifeVibes

Lindsay was wonderful to work with during and before the Homegrown art Show. As an artist I was sent clear directions and beneficial information before the day of the show. During the show we artist were treated as guest, with aids for hanging, food, and drink, and a clever plan if weather became a problem. I would love to work with her again.

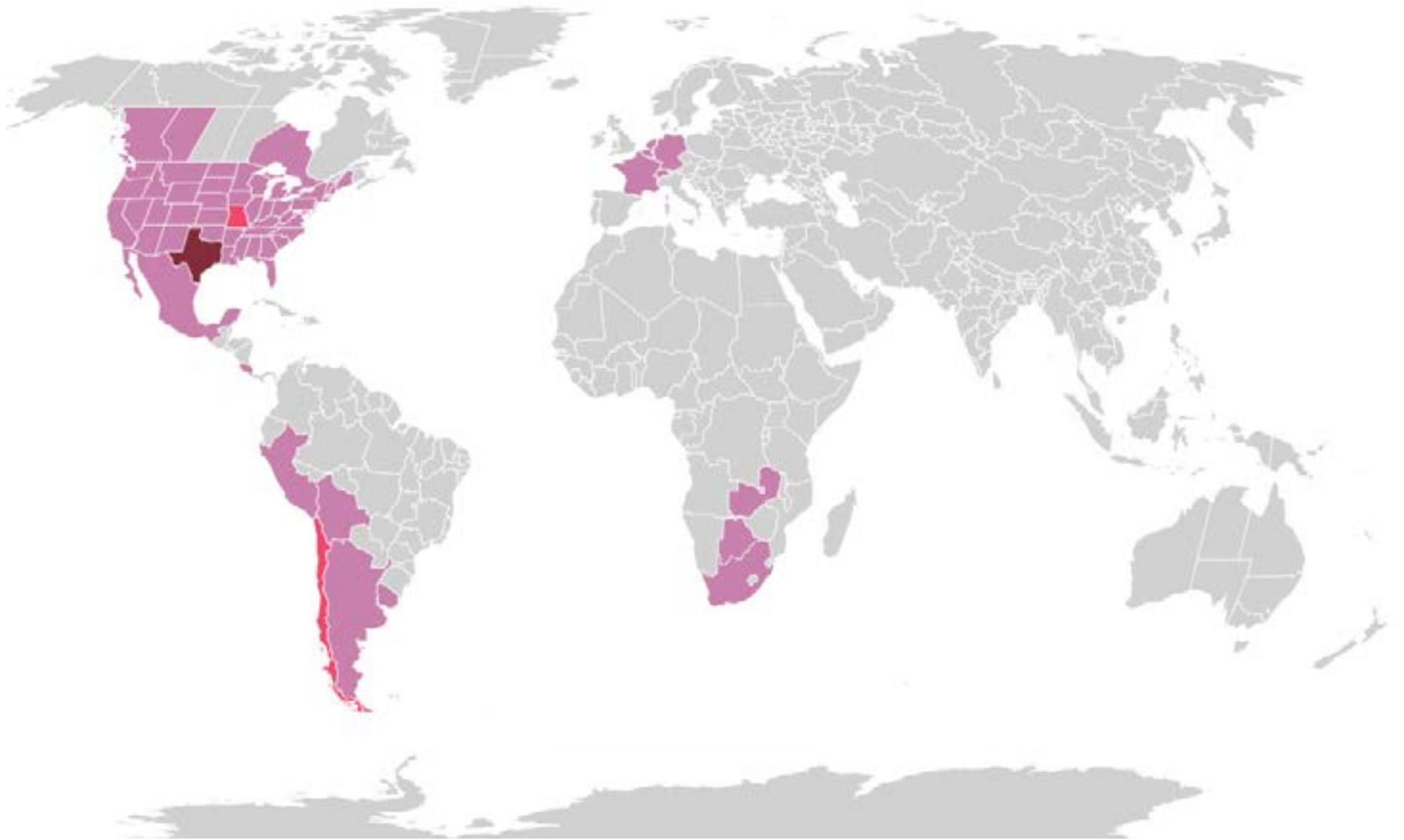
James Bratten

Graphic Designer at Bucket Media Co.

I worked with Lindsay through the Homegrown Art Show in Columbia, MO. For a young person to take on such a task is truly admirable. She handled the whole affair wonderfully, and from the artist's side of things was a joy to work with. I hope our paths cross again one day that we may work together some more.

Jim Williams

I highly recommend Lindsay Lewis for any position or responsibility she is qualified for. I worked with her at the Home Grown Art show here in Columbia MO and always found her to be a knowledgeable, caring and hardworking individual. She gets along well with all types of people, going the extra mile to insure that needs are met and that customers are satisfied. Lindsay was a pleasure to work with and I am sure you will have the same experience. If you need someone who is knowledgeable, resourceful and a hard worker, please consider Lindsay.




VISITED


BORN


LIVED