



Lillian Woodard

Summary

Graphic and print designer with a focus in marketing and copywriting. Experienced in remote graphic design and marketing, communicating an impactful and professional output.

Skills

- Adobe Photoshop, Illustrator, InDesign, Premiere Pro, and XD
- HTML5/CSS, Webflow, Wix
- Microsoft Word, PowerPoint, Excel, and Outlook
- Marketing
- Copywriting and creative writing
- Associated Press (AP) style writing
- Digital photography

Licenses & Certifications

- Notary public
Issued April 2020
- Ohio Real Estate license (inactive)
Issued July 2020

Contact Me

(614) 620-9905
Lillian@LillianWoodard.com
Kettering, OH

Portfolio: Lillianwoodard.com
[linkedin.com/in/lillianwoodard/](https://www.linkedin.com/in/lillianwoodard/)

Professional Experience

AUGUST 2021-PRESENT

MARKETING CO-OP

YSI, Xylem Inc., Dayton, OH

- Design informational booklets for customers.
- Designed a story for Mission: Water #9 and assisted with the majority of the promotional content
- Work with professional photography to make eye-catching layouts.
- Illustrate icons and graphics for various projects.

MAY 2021-AUGUST 2021

DESIGN INTERN

Boys & Girls Club of Dayton, Dayton, OH

- Designed a website using Squarespace for a new non-profit.
- Wrote interesting copy to be used on the website.
- Created social media accounts for the non-profit.

NOVEMBER 2019-MAY 2020

PRINT DESIGNER / SALES ASSOCIATE

UPS Store, Centerville, OH

- Designed templates, operated registers, and packed boxes.
- Gained business experience with print design and system settings.
- Instructed and assisted customers to resolve issues.

Education

2019-PRESENT

BACHELOR'S DEGREE IN DESIGN LEADERSHIP

The Modern College of Design

Kettering, OH

- Applied technical coursework in UI/UX design, marketing, social media, art direction, and copywriting.
- Completed general education courses in organizational communications, design thinking, and entrepreneurship.
- Successfully competed in the American Advertising Federation's National Student Advertising Competition in 2022 and 2023:
2022 - Copywriting director and a member of the marketing and research teams. Placed 2nd at districts.
2023 - Co-Creative Director, Marketing Director, and member of the leadership, research, and copywriting teams. Placed 2nd at districts.

2019-2021

ASSOCIATE DEGREE OF APPLIED BUSINESS IN DESIGN

The Modern College of Design

Kettering, OH

- Applied technical coursework in traditional print/package design, web design, and photography.
- Completed general education courses in English composition, art history, and quantitative mathematics reasoning.
- Successfully competed in the American Advertising Federation Dayton's "The Pitch" event.