



## Contact

### Alex Lam

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alexlamdesign.com

## Summary

Graphic designer with academic success, work ethic, and attention to detail. Dependable, adaptable, flexible, open-minded, and cooperative with a client-centered mindset. Known to create clean and organized layouts and designs; uses marketing and consumer psychology knowledge to make effective designs.

## Skills

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere Pro
- Google Suite
- Microsoft Suite
- Figma
- HTML & CSS

## Education

### Associate of Applied Science, Graphic & Interactive Design

Harrisburg Area Community College, Harrisburg, PA

January 2021 - May 2023

GPA: 4.0

### Bachelor of Science, Marketing

York College of Pennsylvania, York, PA

August 2013 - May 2017

GPA: 3.6

## Experience

### Marketing Intern

May 2023 - Jul. 2023

Lee & Associates of Eastern Pennsylvania LLC, Mechanicsburg, PA

- Designed postcards, brochures, email blasts, slideshow slides, social media posts, and created new design templates following brand guide
- Designed misc. deliverables including a custom label for office water bottle, a logo for a scholarship for real estate interns, and a wall graphic for company's work with the Arbor Day Foundation that include tree branches and leaf stickers that allows brokers to place on leaf stickers for each commercial deal done

### Assistant Manager

Seasonal; Sep. 2009 - Present

No. 1 Szechuan Chinese Restaurant, Shrewsbury, PA

- Responsible for curating the company website and managing digital and social media outreach efforts on Facebook and Google
- Multitask by simultaneously managing monetary transactions, taking customer orders, communicating the orders to cooks, preparing and packing food, and serving food to costumers
- Implement critical thinking and problem-solving strategies to satisfy customers and mediate coworker conflicts
- Communicates pertinent financial information with landlord and accountant on behalf of owners when needed

### Bus. Admin. & Social Media Marketing Intern

Jun. 2017 - Sep. 2017

On-line Publishers, Inc., Columbia, PA

- Managed customer relationship management system SAGE ACT Premium 2013 to input new entries or update entries
- Drafted email newsletters for a 16-month email marketing campaign for different construction companies in the industry
- Conducted around 100 phone calls to outside organizations to solicit information for a resource directory for the target population of seniors
- Analyzed survey results from company's EXPO events using Excel graphs and spreadsheets
- Managed social media accounts that shared content relevant to multiple target populations including veterans, seniors, and women

### Communications & Development Intern

Jan. 2017 - Apr. 2017

Crispus Attucks Association, York, PA

- Conducted a competitive analysis between similar organizations in the area in order to improve competitive advantage and growth areas
- Managed GiftWorks donor database; maintaining and updating for each donation