

LARS HINDSLEY

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PROJECT MANAGER

Project leader with 10 years of hands-on art direction/UX experience in graphic design and copywriting. Lead creative teams to build over 50 web sites coordinating small cross-functional teams in art direction to back-end integration. Responsible for developing media copy for internal and external digital ad campaigns, social media, and web site applications.

Meticulous grasp of information architecture matching design to function, such as building brand value, meeting call-to-action requirements, and increasing market share. Adaptable to fluid shareholder design changes. Adept at meeting tight deadlines across multiple projects.

Designed, developed, and implemented over 100 educational impact videos resulting in over 14 million views. Effective video SEO creator with 10 years experience in video production behind the camera shooting live feed (TedX) and cinema-style (YouTube). Post-production editing skills include composite imaging and special effects.

CORE COMPETENCIES

- Adobe Suite
- Agile / Kanban
- Art Director
- Auditing and Monitoring
- Composite Graphics
- Content Management (CMS)
- Copywriting
- Creative Writing
- Graphic Design
- Google Analytics
- Google Search Console
- Hootsuite
- MailChimp
- Project Leader
- Project Management
- Podcast Production
- Project Management
- SEM / SEO / Schema
- Social Media Management
- UTM Tracking
- Video Marketing
- Video Production & Editing
- Web Design
- WordPress & CMS /AMP

CAREER HIGHLIGHTS

- In response to WJBR Radio request, navigated complex infrastructure of antiquated school closing program, delivering an integrated contemporary solution in open source programming (PHP & MySQL database.) Managed asset audit ensuring quality control. Monitored & controlled process throughout procurement to closure
- Early adopter of integrated marketing leveraging YouTube's visual SEO power to build an audience of over 44k
- Art Director and Copy Writer for local advertising campaigns with a budget of \$20,000
- On behalf of Thomas Publishing, rescued a website front end. Lead the redesign of a failing \$100,000 project meeting a two-week deadline within a \$20,000 budget and stakeholder compliance
- Partnered with EA Sports utilizing cross-functional leadership skills to create and manage a popular gaming community site including payment processing. Facilitating team meetings while maintaining compliance regulations

PROFESSIONAL EXPERIENCE

DM Media, Newark, DE

2008 - present

Project Leader | Art Director

- Designed, developed and implemented two company websites and other digital properties – overseeing 9 contributors
- Created hundreds of engagement videos, securing #1 top organic video SEO rankings in the industry
- Collaborate with various shareholders from clients to strategists to create B2B & B2C digital marketing collateral
- Commission and provide art direction, creating clear instruction mock-ups for vendors & artist maximizing success
- Make changes to finished artwork and designs
- Lead & developed a small team utilizing Agile Kanban workflow to deliver digital magazine website 10 percent under budget and 10 days ahead of deadline
- Write ad copy and create composite graphics for social media campaigns on Instagram, YouTube, and Facebook
- Direct cinematographers, illustrators & designers in digital media projects from educational videos to content marketing
- Work with social media team, copywriters and graphic designers to visualize consistent integrated marketing content
- Produce "How To" videos for YouTube with 9 years of cinematography skills, and post-production skills in Adobe Suite

NuPoint Marketing, Wilmington, DE

2017 - present

Freelance Cinematographer

- Served as Videographer for TEDx Wilmington with audience of 100,000 in Livestream

SEO Analyst

- Primary contact in onboarding clients, serving as subject matter expert in deliverable technical and organic SEO
- Conducted site audits in SEMrush, Yoast, Google Analytics, and Google Search Console to evaluate KPI metrics
- Collaborating with the Digital Marketing Strategist improving auditing workflow
- Utilizing technical expertise in optimizing client sites in WordPress CMS
- Curate short and long-form content in MS Office, Google Suite, Photoshop, Illustrator and WordPress

PCM Network, Newark, Delaware

2009 - present

Freelance Staff Writer | Editor | Photographer | Videographer

- Wrote critical reviews for an audience over 100,000 weekly visitors in WordPress CMS
- Interviewed several candidates for various roles, including performers and artists
- Researched and produced syndicated articles through major outlets including Huffington Post
- Responsible for managing high volume on-site social media channels engaging an audience of over 100,000
- Monitor multiple listening streams to identify trends and creating projected content

SpyProductions, Bear, DE

1999 - 2007

President

- Art Director to over 50 web sites designed in Adobe Photoshop, Dreamweaver and raw HTML and PHP
- Lead implementation of a B2B internal customer database of more than 10,000 members. Project requirements included multi-tiered services which range from software configuration to website development and maintenance – constructed in open source PHP SQL database
- Collaborated with outside vendors, develop statement of work (SMW), negotiated contracts.
- Saved over \$60,000 in marketing costs to build a business by partnering with local radio station WJBR leveraging internal development assets in a trade for valuable on-air advertising
- Lead contact in the development of over 100 web application projects. Duties included bidding procurement, assisting in information architecture, developed schedule management, to monitoring and control through hands-on involvement with light coding and graphic illustration, ensuring total customer satisfaction meeting stringent deadlines
- Enhanced profitability by developing a turnkey admin-based web application that allows for the performance of end-to-end tasks, which eliminated the need for a salaried administrative position and producer
- Expanded corporate revenue by introducing domain name registration services, an annual recurring revenue stream that realized \$10,000 in the first month of introduction

DelaNET, New Castle, Delaware

1997 - 1998

VP of Marketing

- Co-marketed radio station projects, resulting in \$30,000 synergy exchange agreement for radio advertising
- Responsible for redesigned company logo with ultimate authority in art direction
- Managed newspaper and radio ad campaigns with a combined budget of over \$50,000 annually
- Primary liaison with press and technology partners
- Constructed strategy to build a customer base from 2,000 to 15,000, with over 400 percent annual growth
- Generated annual revenue from \$300,000 to over \$1 million

The Magnetic Page, Yorklyn, Delaware

1996 - 1997

VP of Marketing

- Developed a strategic partnership with a radio station, leveraging \$65,000 trade agreement for radio advertising
- Propelled the company from less than 300 customers to more than \$1 million in annual revenue in one year
- Created and managed a bifurcated dealer network alliance of local computer stores and graphic design firms, eliminating over half the regional market competition through exclusivity agreements