

# Lynsey Maxine Tuthill

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## Brand and Creative Leader | Marketing Strategy and Integrated Campaigns

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Creative and brand leader with 10+ years shaping brand identity and leading multi-channel campaigns across digital, print, social, and email. As a one-person marketing team, I set brand standards and manage creative production end-to-end, from intake and direction through execution and launch. Strong at translating stakeholder goals into clear creative direction, keeping production moving, and protecting consistency across every touchpoint.

**Core Skills:** Brand identity systems and standards; Brand governance; Creative direction and execution; Design and layout; Copywriting and messaging; Multi-channel campaigns; Creative workflow and production management; Stakeholder collaboration; Vendor and print production; Accessible, readability-focused design

**Tools:** Adobe Creative Suite; Canva; Wix (CMS); Firespring (CMS); Amilia; Constant Contact; Google Workspace; Microsoft Office; Dropbox; Asana

## Professional Experience

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### Marketing & Communications Manager

*Mind-Builders Creative Arts Center | 2022 - Present*

- Built the organization's first marketing department and led strategic communications to uplift community stories, promote access to the arts, and increase public engagement.
- Own brand identity and governance by refining voice and visual standards and enforcing consistency across campaigns, newsletters, print collateral, and partner-facing materials.
- Lead creative from brief to launch by translating stakeholder goals into clear creative direction, writing copy, designing assets, and managing revisions and approvals across departments.
- Prioritize and schedule creative production across multiple concurrent initiatives, balancing short-term needs with long-term brand goals and capacity.
- Manage external creatives and vendors (photographers, press partners, print production) and ensure quality control, timelines, and brand integrity.
- Help drive increased registration through integrated enrollment campaigns, improved messaging, and consistent creative execution.

### Administrative Assistant to High School Principal

*Pelham Memorial High School | 2019–2022*

- Provided executive-level support to the high school principal, managing communications, scheduling, and coordination across departments, families, and district leadership.
- Supported internal and external messaging (newsletters, staff updates, event communications) to maintain clarity and alignment during major operational disruption, including the COVID-19 period.
- Served as a central liaison across teams and stakeholders, handling time-sensitive and sensitive communications with discretion, consistent tone, and strong follow-through.

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**General Manager** (previously Director of Communications, Brand Manager, Team Lead & Trainer)  
*Saatva Inc. | 2013–2019*

- Advanced through progressively responsible roles across customer experience, brand, and communications at a luxury e-commerce company.
- Directed day-to-day operations, partnering across sales, marketing, and customer accounts to support growth and brand consistency.
- Led and coached a 50+ person call center team, monitoring phone and written communication to maintain a premium brand voice.
- Built and scaled the company training program, training nearly 50% of customer service staff and improving onboarding consistency.
- Owned corporate communications, writing and editing customer-facing and internal content that reinforced brand voice and trust.
- Led the design and production of presentations, reports, and communication materials; partnered with creatives on social, web, and print ads.
- Strengthened customer advocacy by helping drive 150+ authentic positive reviews and supporting a 90% customer satisfaction rate.

**Freelance Designer & Brand Consultant**  
*Self-Employed | 2013 - 2023*

- Partnered with founders, nonprofits, and small brands to build visual identities, messaging platforms, and campaign creative.
- Delivered brand identity design, branded content, product packaging, and campaign direction.

## Education

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**BFA, Advertising & Graphic Design, School of Visual Arts**  
**Coursework , Lehman College (2007-2009)**