

# VIC LAWRENCE

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## EDUCATION

**University of South  
Florida 2021**

**BS Integrated Public  
Relations and Advertising**

Magna Cum Laude

The National Society of  
Leadership and Success



## SKILLS

Adobe Creative Suite

Campaign Design

Art Direction

Project Management



## AFFILIATIONS

Ad 2 Tampa Bay

Camp OUT

American Advertising  
Federation Tampa Bay



# EXPERIENCE

## System Soft Technologies

### Graphic Designer

September 2021 – Present

- Created an large array of materials including social media content, document designs, and branding
- Designed materials for both internal and external clients

## The Dalí Museum

### Freelance Graphic Designer

June 2021 – July 2021

- Continued work for campaigns initially started during internship term
- Designed print, digital and gif advertisements to promote campaigns

## Graphic Design Intern

January 2021 – April 2021

- Created and translated designs for an extensive cross-platform exhibit campaign including print, gifs, out of home digital and merchandise materials
- Lead an out of home campaign project and presented concepts to the museum directors

## SAGO Agency

### Account Supervisor

January 2021 – April 2021

- Led a team of creatives and researchers to ensure clients' needs and requests were met
- Acted as the liaison between clients and the agency

## Evolve & Co

### Design Intern

August 2020 – November 2020

- Designed graphic and video content for clients' websites and social media pages
- Aided with client photo-shoots as a production assistant and camera operator