

Profile

Venessa Lewis is a national award winning graphic designer with more than thirteen years of experience in print and web design as well as public relations. She is the owner of Lewis Graphic Design, LLC and specializes in brand identity, political campaigns, social media and creative communications.

Lewis holds a BA. in Mass Communications with a minor in English from LSU, and is an Accredited Public Relations Professional. Lewis has served as an adjunct professor for the LSU Manship School of Mass Communication since the fall of 2008, instructing students in the area of Visual Communication. She also serves on the LSU Manship Schools's Alumni Board and as the Vice President of Membership for PRAL, the Public Relations Association of Louisiana

Well-connected within the local media, advertising, technology and printing industries, Lewis has a cultivated knowledge of government and politics. She remains tapped into the pulse and direction of Baton Rouge while staying abreast of current design trends and emerging technology.

Creative Services

- Logo/Corporate identity
- Print and web advertising
- Public Relations
- Political Campaigns
- Web graphics and site design
- Social Media campaigns
- Direct mail
- Brochures
- Presentation folders
- Newsletters
- Catalogs, Books, Reports
- Flyers/posters
- Event collateral pieces
- Billboards/Outdoor
- Signage
- Invitations
- Trade show graphics
- Powerpoint presentations
- Photography
- Design consulting

Technology Expertise

Software: Adobe Creative Suite: Photoshop, Dreamweaver, InDesign, Acrobat Professional, Flash, Illustrator; QuarkXPress; Microsoft Office Suite; Windows Moviemaker

Social Media/Blogging: Wordpress, Facebook, Twitter, Pinterest, YouTube, Instagram

Education

BA. Mass Communications Concentration: Advertising | Minor: English
Louisiana State University, Baton Rouge, LA.
December 1999

Venessa Lewis, A.P.R.

Lewis Graphic Design

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Notable Freelance Clientele

Mann Marketing, 2013 to present
Louisiana Dental Association, 2013 to present
Brignace Interiors, 2012 to present
Louisiana Hospital Association, 2012 to present
Copper Mill Golf Club, 2011 to present
Greystone Golf Club, 2010 to present
Vista Consulting Group, 2010 to 2012
McKey Group, 2010 to present
BOCO Medical, 2009 to present
Dudley deBosier Law Firm, 2009-2011
Catholic High School, 2008-present
Waddell Anderman Law Firm, 2008-present
Courtney Communications, 2008-present
Livingston Parish Assessor's Office, 2008-present
Louisiana State Medical Society, 2008 to present
Baton Rouge Crisis Intervention Center, 2008-present
Flores Construction, 2008-present
Louisiana Assitive Technology Access Network, 2008-present
Lane Regional Medical Center, 2005-present
Taylor Media Services, 2004-present
East Baton Rouge Parish School System, 2003 to present
I CARE Program, 2002-2012
deGravelles and Associates, 2002-present

Political Campaign Design Projects

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|---|---|
| 2002, EBR 1 Cent Sales Tax Renewal | 2010, Mac Watts, Mayor of Central |
| 2004, BREC Tax Renewal | 2010, Milton Hughes School Board District 3 |
| 2004, BREC Imagine Your Parks New Bond Millage | 2010, Ascension Schools Tax Renewal |
| 2005, BASS PRO TIF Funding, Livingston | 2010, Robert Myer, Mayor, New Roads |
| 2005, Ascension Schools, New Funding | 2011, Truth About Grimmer |
| 2006, Central School System Pullout | 2011, Bodi White, State Senator |
| 2007, BREC Operating Tax Renewal | 2011, Ascension Tax Renewal |
| 2007, Livingston Schools, New Funding | 2011, Buddy Mincey, Parish Council |
| 2007, Bodi White, State Representative | 2011, Chad Pope, Parish Council |
| 2007, Jeff Taylor, Livingston Assessor | 2011, Dale Erdey, State Senate |
| 2007, Derral Jones, State Representative | 2011, Donald Songy, BESE Board |
| 2008, Major Thibault, State Representative | 2011, Sherman Mack, State Representative |
| 2008, Judge Curtis Calloway | 2012, Livingston Schools Renewal |
| 2008, Russell Starns-Central School Board | 2013, Ascension Schools Renewal |
| 2009, Central School System, New Funding | 2013, Optometry HB527 Bill (defeated) |
| 2009, Ascension Parish School System, Tax Renewal | 2013, Central Schools New Funding |

C Other Employment

BREC Communications | Assistant Director, Graphic Designer | 8/03 - 12/07

Supervised 2 marketing managers and 3 interns. Projects include but are not limited to public relations campaigns, branding efforts, special event organization, all graphic design, web maintenance and crisis communications.

Supervised BREC's four employee in house print-shop with spot and full color capabilities. Accountable for all document pre-production, quality control and budget allocation. Researches and purchases technology to enhance efficiency. Secures bids and handles all print negotiations on outsourced jobs.

Responsible for all design, branding efforts and image materials for every aspect of BREC; the Recreation and Park Commission for the Parish of East Baton Rouge. Projects cover all areas of this large public agency from golf and day camps to leagues and special facilities. Facilities include the Baton Rouge Zoo, Magnolia Mound Plantation, Independence Park Theatre, the Baton Rouge Gallery and the BREC-LSU-BRAS Highland Road Observatory.

Streamlined corporate identity pieces including stationary and business cards for BREC and the BREC Foundation. Produced style guidelines for BREC logo usage.

Assisted in creation of yearly marketing plans, and media buys, press release writing, newsletter and brochure copywriting.

Established 3 new externally circulated print newsletters; the *Park Bench*, *Senior News* and *The Bit*. Responsible for design, production and distribution. Also created BREC's first e-newsletter, the *Golf Newswire*.

Developed dynamic trade-show presence for BREC with backboard graphics and interactive displays.

Cultivated successful LSU/Southern internship program within the BREC Communications Department.

EBR Public School System | Communications Specialist | 9/00-8/03

Responsible for artistic design and pre-press of all internal and external marketing materials. Projects included brochures, logo and stationary design, newsletters, catalogs, billboards, all advertising, direct mail pieces and folders; all on a limited budget.

Prepared Powerpoint presentations, website graphics and charts for top administrators.

Coordinated promotional events ranging from 50 to 1000+ people for the district such as Magnet Mania, Magnet Kickoff, Capitol Middle Groundbreaking and Woodlawn High Ribbon Cutting.

Developed targeted multimedia campaigns such as the One-Cent Sales Tax Renewal, Magnet Recruitment and Teach Baton Rouge. Worked on all aspects from design and publicity to copywriting.

GambitWeekly | Graphic Designer | 12/99-9/00

Responsible for all in house ad design, column layouts, ad feature stories and promotional materials.

Awards

National Parks and Recreation Association Kudos Marketing Awards

- Best Overall Communicator (nation-wide) 2006
- Best Overall Communicator (nation-wide) 2005
- Best Overall Communicator (nation-wide) 2004
- Best website (nation-wide) 2004

Baton Rouge Ad Fed

Silver Addy-Program Guide Book cover, 2004

Southern Public Relations Federation

- Lantern-BREC Tax Renewal Campaign, 2007
- Lantern-Green Spaces, Fun Places Election Campaign, 2005
- Lantern-Green Spaces, Fun Places Election Publication, 2005
- Lantern-Bass Pro Campaign, Design, 2005
- Lantern-New Orleans Free Tutoring Campaign, 2005

- Award of Excellence-Lewis Design website, 2010
- Award of Excellence-Lewis Design Stationary, 2009
- Award of Excellence- First United Methodist Fundraising Campaign, 2009
- Award of Excellence, Central Schools Tax Campaign, 2009
- Award of Excellence-Streaming Video Web Segments, 2006
- Award of Excellence-Pocket Program Guide, 2005
- Award of Excellence-one color brochure, 2004
- Award of Excellence-Magnet Program PSA, 2002
- Award of Excellence-Magnet Mania Campaign, 2002

- Award of Merit-Lewis Design Direct Mail Campaign, 2010
- Award of Merit-LARIDER website, 2010
- Award of Merit-BCR log, 2009
- Award of Merit, Doctor's Hospice brochure, 2009
- Award of Achievement-Brooks McKinley Dual Grand Opening, 2007
- Award of Achievement-BREC 2006-07 Annual Report, 2007
- Award of Achievement-Imagine Your Parks Campaign, 2004
- Award of Achievement-Program Guide, 2004

Public Relations Association of Louisiana

- Member of the Year, 2012
- Senior Practitioner Designation, 2010

LSU Athletics

Original design chosen for the Limited Edition Collectible 2000 LSU National Baseball Championship commemorative U.S. Postal Envelopes.



Professional Memberships/Academic Affiliation

Alumni Board, Manship School of Mass Communication
2011-present

LSU School of Mass Communication
Adjunct Professor, Visual Communication Fall 2009-present
Alumni Board, 2011 to present

PRAL (Public Relations Association of Louisiana), 9 years
PRAL Vice President of Membership, 2010-202

Baton Rouge Advertising Federation, 4 years

PRSA (Public Relations Society of America), 3 years
Local PRSA Board Member, 1 year

A.P.R. (Accredited Public Relations Professional), July 2007
Re-accredited: June 2013