

L. CHRISTINE LYALL

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SUMMARY

Christine is an experienced media and marketing professional with strong communication skills and a proven background in storytelling, branding, and content creation and management across multiple channels, from print to digital. She excels in multitasking and can quickly pivot and adapt as needed in fast-paced, multi-disciplinary work environments. Christine is detail-oriented, creative and organized, with strong technology skills.

CORE STRENGTHS

- Creative
- Highly organized
- Detail-oriented
- Skilled in technology
- Strong written and verbal communication skills
- Able to prioritize and handle multiple tasks
- Able to pivot in fast-paced environment
- Experienced in creating, managing and updating print, website and digital marketing assets
- Self-starter
- Team Player

WORK EXPERIENCE

Marketing & Communications Coordinator, Len Libby Candies (Scarborough, ME) 2021 – 2025

- Developed and implemented new and updated products, overseeing naming, packaging, presentation, and marketing. Facilitated the creation of 3–5 new products per quarter.
- Directed and managed two remote graphic designers for packaging designs, print and digital ads. Managed an average of 10-12 new designs per month and maintained inventory of more than 800 digital assets.
- Initiated the transition of select graphic design services in-house, producing over 20 packaging designs and several ads for digital and print media. This significantly reduced production time and saved several hundred dollars in freelance costs per quarter.
- Oversaw in-house photography for the website, taught herself editorial-style photography and post-production, and developed a layout template to ensure consistent brand style and aesthetic. Often uploaded photos to website as well as crafted and uploaded SEO-related product descriptions. Also organized and managed image files in Dropbox and Canva.
- Edited and managed the company's weekly digital newsletter, which achieved 65% year-over-year growth in average sales per newsletter and 58% year-over-year increase in the number of orders placed per newsletter.
- Created marketing collateral for industry conferences and mailings, such as the American Bus Association's annual conference, enhancing the company's profile on a national scale.
- Organically increased the company's social media following by more than 50% through cohesive aesthetics, consistent content planning, and influencer collaboration to enhance visibility and engagement.
- Helped maintain the company website by providing original photos, writing and uploading product descriptions, publishing press releases, and creating product listings with comprehensive details.
- Identified and streamlined areas for improvement, including creating attractive showroom signage, initiating bi-weekly reporting using Google Forms, developing an online booking form for tour buses which increased bookings tenfold, and creating job descriptions.

Scheduling Coordinator, Fantasy Theatre Factory (FTF) (Miami, FL)

2019-2021

- Consistently met sales goals for a small non-profit theater, exceeding \$30K in sales during the first six months of 2021 despite COVID-19 lockdowns and starting mid-season in a previously vacant role.
- Developed and maintained client databases, adding over 1,000 contacts to marketing and communications lists.
- Enhanced press coverage by 50% through creative press releases.
- Created comprehensive checklists for the scheduling coordinator role, including tips for effective follow-up sales calls. These materials became the department "bible."

Part-Time Sales Associate, West Elm-Midtown (Miami, FL)

2017–2019

- Consistently surpassed Sales Per Hour projections, averaging \$420/hr compared to a target of \$219/hr, and regularly received five-star customer reviews.
- Processed large, complex orders for full rooms of furniture and accessories, coordinated with other stores for inventory not available at Midtown location, and scheduled deliveries with local services.
- Collaborated with a local arts organization to produce an event attracting a record 45 new attendees; organized raffle prizes, coupons, and refreshments, and managed full marketing strategy, including social media promotion.
- Connected management with local artists for pop-up events, including a hand-made ornament show that became an annual success. These events contributed to West Elm's annual St. Jude Children's Hospital Fund Drive, with donations meeting or exceeding \$1,000/year.

Creator/Founder, Just My Height Art Shows® (Miami, FL)

2015–2017

- Created, trademarked first known brand of art shows dedicated to displaying professional art at children's eye level (36" high), allowing children and adults to see and connect with the artwork
- Managed all aspects of art shows, including securing venues, procuring sponsors, curation/intake/installation of artwork; managed artist contracts, marketing/promotions, public/press interfacing, selling artwork, recruiting/training volunteers, creating/supervising hands-on arts-and-craft games & activities
- In 15 months, curated and produced three major arts shows, including one in Indianapolis, representing 86 artists from 27 states and showcasing more than 100 pieces of artwork; sold 10 pieces of original artwork, three of which were worth \$1,000 or more; donated more than \$3,000 to local non-profit organizations

Public Relations Editor, VITAS Hospice Care® (Miami, FL)

2007–2015

- Wrote, uploaded approximately five articles per week for two corporate newsletters
- Supervised migration of print newsletters to digital formats; saved 2 weeks/month in production time and approximately \$5,000/quarter in printing costs; this enabled more frequent uploads of fresh content
- Mastered email marketing platform (Constant Contact) to drive 12,000 employees in 15 states to company's newsletter websites; in six months, improved open and click-through rates by 10-15% using segmented e-newsletters targeting specific employee populations
- Managed writing, editing, design, printing and fulfillment of annual Benefits booklet for Open Enrollment, a 32-page, full-color booklet printed in two versions (one for CA; one for all other states)
- Wrote 2-3 articles per month for B2B publications (i.e., *Hospital News*); those chosen as "cover stories" were repurposed by VITAS as marketing collateral, increasing the company's ROI in marketing & communications
- As part of three-person team, organized, produced annual employee recognition awards event, a four-day retreat for 100+ employees; wrote/edited, supervised production/printing of full-color, offset-press books featuring award-winners' stories and profiles

OTHER WORK EXPERIENCE (Various companies & locations; full details available upon request)

Executive Assistant, Florida Grand Opera (Miami, FL)

2005–2007

Administrative Supervisor, Children's Home Society (Miami, FL)

2004–2005

Newspaper Reporter, Magazine Editor, Online Content Editor, Newsletter Editor, Freelancer

1990–2004

EDUCATION

Bachelor's Degree in Journalism, University of Missouri-Columbia; 3.5 GPA

TECHNICAL SKILLS

- Website Creation and Management: WordPress, Squarespace, Shopify (any drag-and-drop site)
- Email marketing and segmentation: Mail Chimp, Constant Contact, Shopify
- Social Media: Facebook, Instagram, X, Pinterest
- Photo Editing: Canva, Basic Adobe Photoshop
- Video Editing: InShot, Canva
- Graphic Design: Canva
- Other: Microsoft Suite (Word, Excel, PowerPoint), Google (Forms, Sheets, Documents, Meet, Drive), Zoom, Dropbox, WeTransfer, LACES Literacy Pro Database Software (proprietary),

COMMUNITY SERVICE

Miami-Dade Public Library's Project L.E.A.D. (Literacy for Every Adult in Dade) 2006–Present

- From Maine (working remotely), donate 10-12 hours/month inputting volunteer data into LACES Literacy Pro proprietary database software; in April 2025, launched a monthly newsletter for volunteers and learners, which I write, edit, and publish using MailChimp; recently redesigned the newsletter in Canva, converting it into a flipbook to make it more dynamic and engaging
- In Miami, donated 1.5-2 hrs/week, helping adult learners in literacy; assisted learners with government forms, resume preparation and online job applications; provided tips/techniques for job fairs, interviews; taught basic computer skills
- Using both analog and online tools, created custom tutoring materials, including word games such as word-search or crossword puzzles, Bingo cards, and sound-and-spell flip charts.