

Dustin Lincoln

MARKETING DIRECTOR & CREATIVE PROFESSIONAL

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PROFESSIONAL PROFILE

Marketing Director with nearly 25 years of diverse experience spanning creative strategy, multi-platform campaign execution, and hands-on production. Proven track record managing a \$2 million annual budget across TV, radio, and digital platforms while personally overseeing video production, photography, graphic design, audio production, and web development in-house. Known for bridging creative vision with technical execution and delivering measurable results across all media channels.

WORK EXPERIENCE

Johnny's Pizza House (Corporate) March 2018 - Present **MARKETING DIRECTOR**

Manages all marketing operations for a regional pizza chain, overseeing a \$2M annual budget across TV, radio, and digital platforms. Responsible for end-to-end campaign creation, media buying, video production, photography, copywriting, voice-over talent, web design and maintenance, and internal communications.

Graphic Industries / May Marketing February 2011 - June 2017 **CREATIVE DIRECTOR**

Served as primary creative authority across web design, audio production, photography, and video production. Drove brand strategy and creative consistency for a wide range of clients while managing vendor relationships and project timelines.

Everything Marketing June 2017 - March 2018 **GRAPHIC DESIGN / WEB DESIGN / VIDEO PRODUCER**

Delivered full-service creative production including graphic design, web development, and video production for a diverse client base in a fast-paced agency environment.

LeGrand & Associates 2005 - 2011 **GRAPHIC DESIGN / VIDEO / AUDIO / WEB DESIGN**

Foundational agency role developing expertise across graphic design, video production, audio production, and web design for a variety of industries and client accounts.

EDUCATION

Louisiana State University Shreveport (LSUS) Business Administration & Marketing · 2023 - Present

Louisiana Tech University Graphic Design · 2001 - 2003

Caddo Career & Technology Center Technical Studies · 2000 - 2001 · Currently serves as VP, Board of Directors

Southwood High School Diploma · 1997 - 2001

SKILLS & SOFTWARE

GRAPHIC DESIGN

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Cinema 4D

VIDEO & MOTION

Adobe Premiere Pro
Adobe After Effects
Adobe Media Encoder
RED Komodo X
Canon 5D DSLR
DJI Mavic Drone

AUDIO

Adobe Audition
Voice-Over Talent
On-Air Personality

PHOTOGRAPHY

Canon 5D DSLR
Studio & On-Location

WEB DESIGN

WordPress
HTML / CSS
Hosting & Server Mgmt

MEDIA BUYING

TV & Radio Broadcast
Pandora & Spotify
TikTok Ads

COPYWRITING

Television Scripts
Radio Scripts
Social Media
Storyboarding

PROJECT MANAGEMENT

Monday.com
Vendor Negotiation
Trade Agreements
Team Leadership

REFERENCES

Katherine Hebert
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Ivan Smith Furniture
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