

**Graphic Designer &  
Digital Marketer**

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# Spencer Lisiecki

## Profile

Experienced graphic designer and marketing specialist who manages full-cycle campaigns from initial idea to execution and post-campaign analysis for a variety of businesses from start-ups to large corporations and from B2B to B2C. Skilled in creating eye catching branding, informative and attractive websites, attention grabbing digital ads, designing high-converting landing pages, building targeted email campaigns, and turning performance data into clear, actionable insights.

## Employment History

### Lead Designer and Digital Marketing Manager at M&D Information Systems, Omaha, NE

10/2018–02/2026

- Created Branding for in-house companies and clients.
- Designed and built websites for in-house companies and clients.
- Designed and created emails for various email campaigns.
- Designed various projects for print including sales material and trade show signage.
- Created ads for display campaigns.
- Prepared assets for social media ad campaigns on Facebook, Instagram and LinkedIn.
- Created and monitored social media campaigns on various platforms.
- Planned and executed email campaigns based on client goals.
- Set up PPC campaigns on Google ads and Bing Ads.
- Planned and set up campaigns for display campaigns.
- Monitored and reported on campaign status.
- Set up tracking and reporting on websites.
- Assisted sales with client inquiries about product offerings.
- Assisted clients and internal employees with light IT troubleshooting.

### Freelance Graphic Design & Marketing Consultant at Self Employed, Omaha, Ne

03/2016–02/2026

- Created websites for businesses and podcasts.
- Created branding for companies and podcasts.
- Designed apparel for various businesses and digital media.
- Gave marketing advice to small businesses and start-ups.
- Set up tracking and digital advertising for businesses.

## Links

[spencerlisiECKIdesign.com](http://spencerlisiECKIdesign.com)

## Skills

Graphic Design .....	5/5
Web Design .....	4/5
Digital Marketing .....	5/5
Email Marketing .....	5/5
Branding .....	5/5
Prototyping .....	5/5
UX/UI Design .....	4/5
AudioEngineering .....	5/5
Video Editing .....	3/5
Desktop Publishing .....	4/5
SEO .....	5/5
GEO .....	4/5
Display Ads .....	5/5
PPC .....	5/5
Analytics .....	5/5

# Education

## Associate Degree in Graphic Design, Metropolitan Community College, Omaha, Ne

08/2016–12/2020

- Graduated with honors
- On Dean's List for every quarter
- Participated in Forge program
- Completed several classes in Web Design and Web Development

## Technical Proficiencies

- Illustrator
- Photoshop
- XD
- InDesign
- After Effects
- Audition
- Acrobat
- Canva
- WordPress
- Wix
- SquareSpace
- HTML
- CSS
- CPanel
- DNS
- Yoast
- Google Search Console
- Google Tag Manager
- Google Analytics
- Google Ads
- Bing Ads
- Meta Business Suite
- LinkedIn Ads
- Adroll
- Asana
- Trello
- Microsoft Office
- Google Docs
- Gmail