

# Nancy Lane

Waxahachie, TX | 214-385-3686 | nancyjlane10@gmail.com | LinkedIn | Portfolio

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## Professional Profile

Strategic Creative Director with over 12 years of experience in digital marketing, brand storytelling, and omnichannel campaign development. Expertise in transitioning brands from traditional retail to a “digital first” approach, with a focus on driving e-commerce sales and optimizing user experiences across multiple platforms. Proven success in collaborating with cross-functional teams to deliver compelling creative concepts, brand narratives, and digital executions that increase visibility and engagement. Skilled in leading teams, developing best practices, and mentoring creative talent. Proficient in Adobe Creative Suite, UX/UI design, and AI technology to enhance creative production and strategy. Currently pursuing an MBA to expand expertise in business and creative strategy.

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## Experience

### Chase Life LLC – Waxahachie, TX

*Website Designer / Google PPC Ads Specialist* | September 2023 – Present

- **Digital Creative Execution:** Designed creative assets for PPC campaigns, leading to a 730% increase in conversion rates.
- **Client Collaboration:** Collaborated closely with clients to understand business goals, translating KPIs into effective digital executions that delivered measurable results.

### Nelson University (formerly SAGU) – Waxahachie, TX

*Content Strategist, Marketing and Public Relations* | September 2022 – Present

- **Creative Strategy Development:** Led development of innovative brand campaigns, driving a 15% increase in website traffic and a 40% rise in organic social engagement.
- **Brand Storytelling:** Created compelling narratives that elevated the university’s brand, executed across multiple digital and traditional platforms to enhance visibility.
- **Omnichannel Execution:** Implemented integrated marketing strategies, resulting in over 1000% growth in paid search traffic.

### Candid Creative – Waxahachie, TX

*Founder / Chief Executive Officer* | January 2019 – September 2022

- **Campaign Strategy & Execution:** Spearheaded over 400 creative projects, including branding, digital marketing strategies, and omnichannel campaigns, achieving a 250% ROI increase for clients.
- **Creative Leadership:** Led a cross-functional team to develop creative concepts and digital strategies, collaborating closely with product development and sales teams to optimize brand positioning across e-commerce and retail platforms.
- **Pitch Deck Development:** Developed and presented custom pitch decks and creative mock-ups, securing new clients and expanding project scope.

### **Modern Day – Lima, Peru**

*Community Enrichment / International Email Marketing / Management* | January 2012 – July 2019

- **Creative Content Development:** Managed email marketing campaigns and creative community-focused content that raised \$250K for charitable causes.
  - **Project Management:** Led the establishment of a community care center, providing strategic direction and replicating the model across regions.
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## **Education**

### **Nelson University – Waxahachie, TX**

Master of Business Administration Candidate

### **Dallas Baptist University – Dallas, TX**

Bachelor of Arts, English | August 2008

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## **Certifications**

- Foundations of Project Management – Coursera (2023)
  - Digital Marketing – Google (2022)
  - Introduction to Google SEO – Google (2022)
  - Introduction to HubSpot with CRM – Coursera (2023)
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## **Key Skills**

- Brand Development & Digital-First Strategy
- Omnichannel Marketing & Storytelling
- UX/UI Design & Web Development
- Campaign Concepting & Creative Execution

- Team Leadership & Creative Mentorship
  - Adobe Creative Suite
  - Data-Driven Design & KPI Optimization
  - Presentation & Pitch Decks
  - AI Technologies in Marketing
  - Bilingual – Spanish (Fluent)
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## **Additional Information**

- Illustrated a children's book in 2020
- Received 40 Under Forty Business Professional Award for Ellis County, 2022