

Edward Lawrence

Marketing & Communications

Marketing-focused creative with over 7 years of experience in graphic design, social media strategy, and event promotion. Skilled at developing targeted campaigns that align creative assets with strategic goals, boosting brand awareness and engagement.

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☎ 832-776-3639

📍 Houston, TX

🌐 edwardmlawrence.com

WORK EXPERIENCE

Multimedia Specialist

Cypress-Fairbanks Independent School District

05/2025 - Present

Cypress, TX

- Built and curated an in-house graphic library of 200+ original visuals, driving consistent branding across district publications, social media channels, and broadcasts.
- Photographed district events, producing high-quality images that boosted engagement on social media by an estimated 32%.
- Collaborated with multiple departments to design brochures and flyers, supporting key district initiatives and events.

Marketing Content Creator

Vertex Energy, Inc.

08/2022 - 02/2025

Houston, TX

- Developed targeted content strategies by researching industry trends, which drove a 50% increase in audience engagement across digital platforms.
- Served as the content steward for digital properties, ensuring messaging remained aligned with user needs and marketing initiatives, resulting in a 20% improvement in lead generation from web platforms.
- Launched and maintained a quarterly internal newsletter that boosted employee engagement and fostered stronger communication within the company.
- Analyzed key performance metrics to refine content strategies, delivering data-driven reports that informed strategic changes, resulting in a 50% improvement in overall content performance and a 45% increase in audience engagement.

Digital Media Manager

Houston's First Baptist Church

09/2019 - 07/2022

Houston, TX

- Managed primary social media accounts for the organization, including content standards, planning, creation, and posting to engage over 25,000 followers with expertise in growth marketing and creative design.
- Commanded all data analytics and analysis, tracked social media engagement, prepared reports, and shared data as directed to determine the overall performance of marketing initiatives using Hootsuite, Facebook Analytics, and Google Analytics.
- Established an extensive repository of high-quality images by providing steadfast photography and graphic design support to various ministries, effectively communicating their unique missions and visions.
- Provided expert guidance and coaching on digital media to four campuses, 25+ ministries, and 150+ staff members.

SKILLS

Social Media / SEO Management

Event Promotion

Digital Growth

Adobe Creative Suite

Branding

Copywriting

Microsoft Office

Photography

Content Management

Graphic Design (Digital/Print/Web)

Project Management

Content Creation

EDUCATION

Marketing (BA)

Houston Baptist University

2009 - 2016

Houston, TX

VOLUNTEER EXPERIENCE

Creative Team Lead

Metro HTX

01/2017 - 05/2025

Houston, TX

Weekly Young Adult Worship at Houston's First Baptist

- Mentored and coordinated 4-6 volunteer creatives, fostering skill development and maintaining high visual standards.
- Photographed and delivered 20,000+ images from 400+ worship gatherings and events, providing consistent visual content for social media and community outreach.

CERTIFICATES

LinkedIn – Fundamentals, Marketing Strategy, Content & Creative Design

March 2025

Hubspot – Content & Inbound Marketing

March 2025