

# RESUME

LORI E. CEIER

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[www.WaltonOutdoors.com](http://www.WaltonOutdoors.com)

## Qualifications and Expertise

- Publisher of online magazine related to outdoor recreation. Write stories, photograph and video a variety of subject matter in and around Walton County and the Florida Panhandle.
- Writer, photographer, videographer.
- Design, implement and produce corporate identity projects from abstract to print to Web.
- Certified Florida Master Naturalist

Fully versed in:

- Adobe InDesign, PhotoShop, Illustrator, iMovie, web graphics, presentation software, digital SLR still and video cameras
- Social media networking
- WordPress

## Experience

10/2008 - Present

WaltonOutdoors.com

Santa Rosa Beach, Florida

### Publisher, Owner

Publish online magazine about outdoor life in Walton County Florida and surrounding area. Focus of magazine is on exploring nature, hiking, kayaking, along along with home and garden interests such as gardening and area history.

11/1997 - 10/2008

The Walton Sun

Santa Rosa Beach, Florida

### Editorial page designer / Reporter

Feature, front and editorial page designer for weekly newspaper. Additional responsibilities included design of info-graphics and prepress functions. Other duties included writing features stories and photography.

1987 - Present

### Freelance Graphic Designer

Create corporate identity and marketing materials, including: four-color print collateral, logo design, web graphics and design, presentation materials and product packaging.

Volunteerism / Organizations:

2008-2009 – Environmental Forum / New Product Development Committee – South Walton Tourist Development Council

2010 – 2014 – Publicity Chair, Choctawhatchee Audubon Society

2010 – 2014 – Volunteer wildlife rescue – Emerald Coast Wildlife Refuge

2011 – present – Sea Grant - Okaloosa / Walton Marine Advisory Committee

2010 – present – Explore The Outdoors Festival organizer – Highly successful not for profit event which introduces children to the outdoor experience.

References available upon request. Samples available at [www.ceierdesigns.com](http://www.ceierdesigns.com)