



CABE LINDSAY

Austin, TX | (512) 230-1646 | cabe@arisevideo.com | arisevideo.com

CREATIVE POWERHOUSE

Storyteller, strategist, and leader in mission-driven media.

SPECIALTIES

Video Production • Photography • Art Direction • Digital Marketing Strategy
Brand Development • Copywriting • Integrated Campaign Management

EXPERIENCE

Creative Director – Arise Media Studio | Austin, TX | 6/14-Present

Founder and lead producer of a five-star-rated media studio specializing in documentary-style video production and visual storytelling. I oversee the full lifecycle of ~500 videos per year, from concept and scripting to filming, editing, and delivery. My work blends creative direction, strategy, and hands-on production, helping brands and mission-driven organizations communicate with clarity and emotional impact. I lead a rotating team of filmmakers, editors, and designers, managing budgets, schedules, and client relationships with calm, organized efficiency. Arise serves clients in wellness, education, tech, the arts, and community development, producing media that builds trust, inspires connection, and strengthens brand identity.

Art Director – Watershed 5 | Austin, TX | 8/08-4/14

Directed print, web, and video advertising for clients in real estate, education, and wellness. Designed and developed brand identities, ad campaigns, websites, videos, and marketing assets in collaboration with creative and account teams. Balanced fast-paced deadlines with high design standards.

Web & Graphic Designer – Prizm Development | Dallas, TX | 8/07-8/08

Designed 30+ media-rich websites for healthcare clients, combining UX strategy, SEO copy, and branded visuals. Produced ad campaigns and video assets that improved patient engagement and client retention.

Marketing Director – Visual Learning Systems | Missoula, MT | 1/05-5/07

Led marketing for an educational technology company, helping expand national visibility. Created a 200-page website, product videos, and communications that simplified complex software for educators. Played a key role in positioning the brand as an industry leader.

EDUCATION

Master of Arts in Advertising – University of Texas at Austin | 9/09-5/11

Graduated from the world-renowned Texas Creative program, with a dual focus on copywriting and art direction. Coursework emphasized strategic thinking, marketing communication, and brand storytelling, blending creativity with analytical rigor. Additional studies included media planning, integrated marketing communications, and campaign development—laying the foundation for a career built on artistry, authenticity, and effective visual communication.

SUCCESS STORIES

Trailblazing Films · Health & Wellness Training Libraries · Videos w/ 1M+ Facebook Views
Cinematic Music Videos · Inspiring Books · Heartwarming Photo Campaigns