

LINDSEY DUDA

INTEGRATED MARKETING & COMMUNICATIONS

EDUCATION

- 2012-2013** Northwestern University
MS Integrated Marketing
& Communications
- 2001-2005** Northwestern University
BS Communications
Focus: English

EXPERIENCE

- STARTUP**
 - Branding + Events
 - Lead Gen + CRM
 - Channel Campaigns
 - Content Creation
- DIGITAL AGENCY**
 - Social Media
 - Client Engagement
 - Web-Design PM
- NON-PROFIT**
 - Email Marketing
 - Internal Comms
- PUBLIC RELATIONS**
 - Strategic Planning
 - Media Outreach
- EVENTS**
 - Planning + Promotion
 - Private + Public
- B2C**
 - E-Commerce
 - CRM
 - Direct Mail
 - Customer Loyalty
 - Consumer Insights

ABOUT ME

Passionate, all-hands-on-deck integrated marketing consultant. Team player with vast experience in digital, and cross-channel marketing with cross-functional teams.

CONTACT ME

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5743 West Amherst
Dallas, Texas 75209

SKILLS

Wordpress	● ● ● ● ● ●
Sailing	● ● ● ● ● ●
MailChimp	● ● ● ● ● ●
Hubspot	● ● ● ● ● ●
Microsoft Office	● ● ● ● ● ●
G Suite	● ● ● ● ● ●
Social Listening	● ● ● ● ● ●
HTML	● ● ● ● ● ●

OTHER

Experienced event planner, chief 'figure-outer' of logistics, and collateral creator.

PIECES TECHNOLOGIES Dallas, TX, July 2015 - Current

Director of Integrated Marketing & Communications/Consultant– Responsible for all digital, social, events, branding, and communications for healthcare IT startup. Joined PCCI in July of 2015 to help communicate the spin-off of Pieces Tech to internal and external stakeholders, transitioned to the Pieces Tech team once we were incorporated in early 2016.

- Create integrated digital marketing plans: Analyze and segment targeted market data and create lead generation and customer retention channel strategies—and adjoining content –to deploy on a local, regional and national level
- Research and implement marketing automations to ensure consistent lead response, integrated CRM and sales pipeline
- Website Design - Led internal design & development of www.piecestech.com including all content creation and integrations with CRM, Email Marketing, Forms, and Google Analytics on Wordpress CMS
- Draft & pitch press releases & other communications: including Series A announcement, earned major stories in the *Dallas Morning News*, *D Healthcare Daily*, and *Healthcare IT Newsweek and the Dallas Business Journal*
- Budget, plan and promote all internal and external events: Ranging from internal happy hours to execution of our marketing strategy & client engagement events at conferences like SXSW & HIMSS
- Manage social strategy, including scheduling and creation of content for all channels
- *Side Hustle*: Planned, designed and communicated the expansion of our growing team into another floor of our building. Was responsible for relocation of entire product team (35 employees), worked with vendors to furnish, decorate & network the space and executed on all move-related communications company-wide

VML Kansas City, MO, March 2014 to June 2015

Senior Account Manager, Client Engagement: Responsible for tactical management of a cross-functional agency team as well as supervision, strategic growth and development of several B2B and consumer accounts including Dell, Wendy's, Proofpoint, the NFL and Rock & Brews brands.

TERRI LEE ASSOCIATES Chicago, IL 2009-2012

Director of Marketing & Online Operations: Oversaw and coordinated marketing, strategy, advertising and promotional activities for a small, family owned, multi-generational toy manufacturing company. Managed online presence including the creation of an e-commerce website www.terrilee.com, social media, events and external communications.

PREVAIL! STRATEGIC MARKETING Chicago, IL 2008-2011

Independent Contractor/Account Coordinator: Managed short and long-term marketing, public relations and strategic planning for major food industry clients including Gorton's Seafood. Drafted and pitched press, securing placements for clients in to 50 ranked print dailies, online and broadcast mediums. Identified and cultivated a network of media & nutrition thought-leaders, educated and mobilized them on behalf of Gorton's Seafood.

LIPMAN HEARNE, INC Chicago, IL 2007-2010

Marketing Associate: Worked on internal marketing objectives as well as management of the pitch team drafting new business proposals for non-profits. Participated in RFP response and pitch teams resulting in multiple contract wins for the agency and conducted market research focused on higher education, health-care, and philanthropy

Northwestern University, Medill School of Journalism Media Integrated Marketing Communications

Master of Science, Integrated Marketing Communications

2012-2013

Public Relations Director, Journal of Integrated Marketing & Communications

Global Perspectives Trip Committee Leader | Shanghai, Beijing & Tokyo

Customer Loyalty Strategist | Coopers Hawk Winery & Restaurants

Bachelors of Science, Communication

2001-2005