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Lindsey V Weissert

Marketing. Digital. Social. #careerpath. I'm known as a driven self-starter, relentlessly organized and fascinated by online marketing. I've been at the break of the wave of digital, search and social and I've developed a clear vision for how these can be used to help a business communicate with its audience.

DIGITAL EXPERIENCE

M2M MEDIA

MAR 2015 - SEP 2015

Media Agency (A division of OMD)

Social Communications Manager [Contract]

- Driving organic and paid social strategies for large accounts like Sunglass Hut, OVI Hydration and V Energy Drink
- Monthly planning and reporting tactics to reflect current social landscape and suggest innovative strategies to drive brand awareness and engagement

JUPITER AGENCY

JAN 2014 - MAR 2015

Digital Communications Agency (Sydney, AUS)

Digital Producer / Account Manager [Contract]

- Project managed development of ecommerce and informative websites, actively liaising with the technical team to achieve appropriate user experience across all devices
- Implemented and managed client advertising campaigns on Facebook, Google Adwords, LinkedIn
- Utilised 3rd party tools such as Moz, Google Analytics, and Excel to analyze client current marketing efforts and to design SEO and digital advertising strategies

Key Achievement: Activated effective digital campaigns including Google Adwords, SEO / link building campaigns, and Facebook advertising campaigns to increase visibility across a broad range of clients.

SMALL FISH BUSINESS COACHING

MAR 2010 - CURRENT

International Business Coaching Firm (Sydney, AUS)

Digital Marketing Manager [Contract]

- Implemented SEO strategies resulting in number 1 in SERPs for 'business coach sydney'
- Developed content marketing strategies that created a constant flow of leads into an online coaching program
- Determined appropriate tags to implement on the website for faster and more efficient reporting and analytics
- Utilised the 'Lean Start-Up' mentality of build-measure-learn to be agile when reporting / changing/ managing multiple digital campaigns

Key Achievement: Content marketing and SEO campaigns that consistently increased traffic to the website and reduced overall bounce rates.

BETTER HOMES & GARDENS

Australia's Number One Read Magazine (Sydney, AUS)

JUN 2013 - JAN 2014

Marketing Executive

- Integrated a social community management strategy encompassing activities across print, online and TV
- Compiled Quarterly Marketing and Business Reviews to indicate marketing efficiencies
- Point of Sale - conceptualizing design, briefing creative and consulting with circulation
- Trade Communication including media kits, rate cards, advertising presentations, eDMs

Key Achievement: Implemented a broad spectrum of marketing activities, thereby actively contributing to increased marketshare and circulation of Better Homes and Gardens.

PACIFIC MAGAZINES

Major Publishing House (Sydney, AUS)

NOV 2012 - JUN 2013

Advertising Strategy and Research

- Utilised consumer behavior tools, Roy Morgan and Nielsen, to analyze YOY and POP data to drive future recommendations for the company
- Researched, developed and executed campaign proposals to win new business and form strategic alliances with major agencies like MediaCom and GroupM
- Created optimized media schedules, enhancing reach and frequency and driving more awareness to individual brands

Key Achievement: Helped sales teams achieve quarterly targets during a difficult time period for print advertising sales.

SKILLS

- | | | |
|-------------------------------|--------------------------|------------------------------|
| • Display/ Search Advertising | • Paid Social | • Campaign Budgeting / |
| • SEO and SEM | • Social Strategy | Financial Reporting |
| • Remarketing | • Digital Planning | • Campaign Research & |
| • Google Analytics | • Basic HTML Code | Development |
| • Google Adwords | • Tag Strategy & Tagging | • Consumer Data Analysis |
| • Google Tag Manager | • Optimization | • Quarterly Business Reviews |

EDUCATION

University of Miami, Florida, USA

Bachelor of Science in Communication, May 2009

Major in Advertising & Psychology, Minor in Marketing

University of Sydney, Australia

Exchange Student, July 2008 - November 2008

ABOUT ME

American Citizen / Australian Citizen

Life abroad in Australia has given me a fresh perspective on different markets, new people, and a holistic approach to life in general. Self-education, great mentorship and a healthy work:life balance is a driving factor behind happiness in my career today.

Obsessed with coffee, travel, new people and new adventures.