

Lindsay M. Pruette

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Education

The University of North Carolina at Chapel Hill

August 2015 – May 2019

B.A. Communication - Interpersonal & Organizational Communication

Experience

Event Marketer – Hanley Wood Media, Washington, D.C.

June 2019 - April 2020

- Project management for 4 annual events (300-1200+ attendees)
- Created marketing and social media plans and calendars
- Implemented new digital assets & social efforts to increase attendance by 15%
- Responsible for all Excel databases
 - Pivot tables, VLOOKUP, table formatting, charting, SUM, AVG, COUNTIF's, IF statements, AND statements, CONCATENATE, pacing reports
- Sole creator of content & development
 - Websites, social media (Hootsuite, Facebook Ad Manager, LinkedIn Ad Campaign), direct mail campaigns, email campaigns (HTML via PostUp or MailChimp), print ads and surveys
- Marketing KPI's
 - Google Analytics, CMS, click-through-rate, inbound & outbound marketing ROI, social media traffic, A/B testing to improve conversion rates and SEO/SEM optimization

Marketing Intern – Leadership Triangle, Durham, NC

September 2018 - December 2018

- Created marketing and social media plans and calendars
- Sole creator of content & development
 - Website, social media, email campaigns (MailChimp), newsletters, presentations, surveys and digital assets
- Performed research on market trends, competitor offerings and demographic data

Events, Marketing & Publicity Assistant – Her Campus

August 2018- December 2018

- Created marketing and social media plans and calendars
- Sole creator of content & development
 - Social media, email campaigns (MailChimp), presentations, newsletters and digital assets
- Executed giveaways and promotional events on social media

Diversity & Inclusion Intern – Pacific Western Bank, Durham, NC

June 2018 - August 2018

- Sole creator of content and development
 - Email campaigns, surveys, newsletters, presentations and internal & external communications
- Conducted market research and analyzed trends to improve D&I efforts

Skills

AP Style, Adobe Photoshop, Adobe InDesign, A/B testing, Certified in Microsoft Excel, Access, Publisher, Word and PowerPoint, Google AdWords, Google Analytics, SurveyMonkey, MailChimp, Cvent, PostUp, Hootsuite, Hubspot, Canva, BeePro, Eventbrite, WordPress, Twitter, YouTube, Facebook, Instagram, TikTok, LinkedIn Ad Campaign, Facebook Ad Manager, YoY pacing reports, Marketing/content/social media plans and timelines, CTR, Inbound & outbound marketing ROI, SEO/SEM