lindsey cartner
marketing & communications

Website: lindseycartner.com
LinkedIn: linkedin.com/in/lcartner
Email: lcartner@gmail.com

Professional Experience

Marketing Generalist II, Serve You Rx
02/2023 - Present

Support B2B lead generation through content creation, content strategy, website search engine optimization (SEO), website management, social media management, digital advertising, internal communications, and branding.

Accomplishments
- Increased unique monthly LinkedIn page visits by 50% by implementing a balanced content plan and leveraged low-spend paid content.
- Developed and executed a digital content and communication plan for a corporate rebranding resulting in over 100,000 impressions on LinkedIn that garnered a 15% engagement rate and an email campaign with a 21% open rate and a 22% click-through rate, exceeding industry standards (3.1% engagement rate, 15.1% open rate, 3.2% click-through).
- Strengthening search engine optimization (SEO) by leveraging site audit results and developing a static page and blog strategy to boost site health and authority score.
- Analyze market trends and customer data to make informed decisions that drive B2B business growth and support client and member relations.
- Use strong communication and project management skills to collaborate effectively with cross-functional teams for thought-leadership asset development.

Clinical Research Communications Specialist, Simons Foundation
02/2016 - 03/2022

Contributed to the overall success of Simons Searchlight and SPARK - two research cohorts - by coordinating event exhibits, organizing and managing clinical data, creating presentations, managing social media marketing campaigns, creating and distributing email marketing content, and handling administrative tasks.

Accomplishments
- Spearheaded rebranding process, website transition, and launch strategy for a product launch, resulting in a 44% increase in registrations.
- Conducted and analyzed user research - background market analysis, 5 focus groups, 240 survey responses, and 12 user interviews - to inform brand and content strategy.
- Facilitated a 140% increase in papers published using registry data by designing cohesive data presentations and making in-demand features more accessible.
- Executed 65+ conferences, exhibits, presentations, and meetings, overseeing budgets, inventory, and a team of 12 members and vendors.
- Composed strategies across social media, emails, digital, and print collateral, increasing engagement.
- Increased team's ability to attend and present at events by 80% through collaborative project management solutions, such as timeline development and streamlined task assignments.

Junior Account Manager, Mosaic Sales Solutions
07/2014 - 10/2015

Led and collaborated on experiential marketing campaigns for a startup advertising agency.

Accomplishments
- Led the successful execution of multiple experiential product marketing campaigns, including one campaign valued at over 1 million dollars. .
- Developed strong relationships with clients based on clear communication, strategic thinking, and exceptional customer service.
- Managed event production and logistics, including vendor selection, budget management, and on-site execution.
- Tracked and analyzed campaign performance metrics, and delivered regular reports to clients detailing the success of the campaign and potential areas for improvement.
- Supervised a team of event staff, ensuring that they were well-trained, motivated, and equipped to deliver high-quality service to clients.

Skills

Expert or proficient with the ability the ability to quickly learn similar alternatives.
- Enterprise project management software (Trello, JIRA, Slack, Azure, Basecamp)
- Microsoft Office 365 (Word, Powerpoint, Excel, OneNote, Outlook, SharePoint)
- Social media management (Hootsuite, Oktopost)
- Design software (Adobe Creative Suite, Canva)
- Customer Relationship Management (Sugar CRM)
- Website management and SEO (WordPress, Wix)
- Prototyping tools (Figma)Digital analytics (Google Analytics)

Education & Training

Virginia Tech
Bachelor of Science (B.S.), Business

General Assembly
Adobe Visual Design Bootcamp
- Principles of Visual Design
- Adobe InDesign Bootcamp
- Introduction to Adobe Illustrator

Google
Google User Experience Design
- User experience design principles
- Competitive analysis & research
- Personas & user stories