



katelindsay. Account planner
with roots in marketing strategy and a
passion for great work.

*experience

bastyr center

2007-present

Title: Marketing Communications Coordinator

Role: Project manager, idea generator, content creator

Most proud of:

Earned progressive responsibility across marketing disciplines: communications, advertising, strategy

Executed a multi-layered campaign that rated a 25% increase in patient visits

Mobile advertising

Print campaigns

House publications

Streamlined media planning processes and documentation

Increased interaction with email campaigns 15% by implementing proven best practices and focusing on content

saatchi & saatchi

2006 - 2007

Title: Assistant Planner

Role: Synthesizer, customer champion, client advocate

Most proud of:

Co-creator of market launch strategy for Toyota Tundra

Headed up client communications during challenging product releases

Organized communications and teams across the Toyota account

*education

scripps college

b.a. 2006

Commercial Communication and Design

Most proud of:

In-depth research on Understanding Current Consumer Response and Use of Advertising

Phi Beta Kappa honor society

Employed part-time creating small business Web sites

