

KATE LINDSAY

OBJECTIVE Driven junior professional with diverse and relevant experience seeks an opportunity in marketing.

TECHNICAL SKILLS ADOBE CS2 Illustrator, InDesign, Photoshop, Acrobat; MACROMEDIA Dreamweaver, Fireworks, Flash; QUICKTIME; QuarkXpress; MICROSOFT Excel, PowerPoint, Word; Scanning Software; MAC 9.X; MAC OS X; PC Platforms. Design production processes. Research software and processes.

EXPERIENCE

Marketing Communications Coordinator : Bastyr Center for Natural Health [2007 – Current]

- Responsible for all marketing communications, advertising, project management, and strategy planning for Bastyr Center for Natural Health.
- Executed five new print campaigns, Bastyr Center's first bus campaigns, event and clinic signage, a patient testimonial campaign and Bastyr Center's biannual publication, as well as identified four new strategic initiatives. As a result, patient visits increased 25%.
- Reorganized media planning processes and project management structures for the entire marketing team.
- Strategic leadership, content development, and design of bimonthly e-newsletter to over 20,000 subscribers created 15% increase in reader participation.

Assistant Communications Planner : Saatchi & Saatchi LA [2006 – 2007]

- Developed integrated communications strategies for Toyota trucks and off-road SUVs, including launch consumer and business-to-business plans for the Tundra. Given personal responsibility for Toyota Financial Services communications after three weeks on the team.
- Execute, organize, and coordinate print communications across all Toyota models.

Graphic and Exhibit Design Assistant : MindSplash LLC [2002 – 2007]

- Created a visual branding strategy for the company's website and printed materials; produced initial website and oversaw later revisions. Also developed an online marketing strategy.
- Produced exhibit concepts, signage, and related sketches used in museum production.

Public Relations Intern : Scripps College [2003 – 2006]

- Gained increasing responsibility; managed multiple projects and student interns. Most recently, independently produced sections of Scripps' new website.
- Composed features and articles while helping develop content for Scripps' quarterly magazine.

- Identified prospective and current student needs and independently developed website solutions.

Technology Assistant : Susan Rankaitis, Professor of Art, Scripps College [2006]

- Designed Professor Rankaitis' professional website including site design, scanning slides and photos, and producing photos and other graphics for both the site and print materials.
- Created and wrote an original "Guide to Editing" with lessons and strategies for autonomous website maintenance.

Branding Manager and Webmaster : The Scripps Store [2006]

- Developed a branding strategy and website design that inspired Scripps College to adopt a similar graphic style for their larger branding campaigns.
- Acted as a liaison between the student manager team and administrative offices, frequently planning meetings and delivering presentations to both groups.

Campus Representative : Apple Computers [2003 – 2005]

- Recruited campus support with demos, promotions, events, and informational sessions, stimulating buyer interest on five college campuses and campus bookstore.
- Adapted Apple promotions for college communities using specialized graphics and marketing strategies.

EDUCATION

Bachelor of Arts : Scripps College [2006]

Commercial Communication and Design; cum laude; Phi Beta Kappa honor society
Thesis *Researching Reality: Understanding Current Consumer Response and Use of Advertising*

SKILLS

Effective verbal and written communicator; Successful multi-tasker; Strong critical thinking skills; Committed worker; Highly organized; Demonstrated interpersonal and presentation skills in diverse professional environments; Excellent common sense.

RELATED EXPERIENCE

Selected as a student representative for the Scripps College Strategy Planning Steering Committee. Responsibilities include identifying student interests, researching and creating strategy to satisfy determined interests, and a working understanding of the strategy planning process.

Gained extensive experience in fundraising, event planning, print design, and leadership as Senior Class Co-Representative for Scripps' Associated Students.

Restaurant Server in a variety of settings, including at a gourmet barbeque joint, Red Robin, Perry's on Union [a San Francisco landmark], and a suite of three crowded bars.

Achieved great presentation skills as a Speech Team member, writing original oratories and creative routines, and as a musical theatre actress, including the title role in Peter Pan. [I feel comfortable speaking, dancing, singing, and stunt flying in front of just about anyone.]

References Available Upon Request.