

lindsay scarpello

education

Drake University, Des Moines, Iowa
B.A. in Journalism & Mass Communications
B.A. in Arts & Sciences
Majors: Magazines & Writing
Cumulative GPA: 3.4

technical skills

Adobe CS5 Creative Suite, Mac Os,
Wordpress, Tumblr, HTML, CSS, Twitter,
Facebook, Pinterest, Google+, HootSuite,
StumbleUpon, Evernote, MS Office, AP
Style, Mailchimp

Writing, reporting, editing, researching,
content & brand management.

Also experienced in marketing analysis,
social media management, staff manage-
ment, and leadership.

telephone

402.216.7939

email

lj.scarpello@gmail.com

portfolio

www.lindsayscarpello.com

blog

www.thegeekswereright.com

experience

Communications Manager, POPAI

Write, aggregate & repurpose content for the POPAI website; create & manage POPAI's bi-weekly imPULSE newsletter & all other email blasts; research & write industry whitepapers; work with authors & edit/proofread POPAI's latest edition of their textbook; design all POPAI press materials, including promotional materials & infographics; manage & grow POPAI social media presence on Facebook, Twitter, & LinkedIn. *Metrics below:

Facebook: Percentage increase 52%

Twitter: Percentage increase 68%

LinkedIn: Percentage increase 42%

*Metrics from date of hire, May 2012 to Current

Chicago, IL / May 2012 to Present

Wordpress Developer, Van Petten Consulting

Work for Van Petten Consulting on freelance Wordpress projects, including websites, mobile sites, Facebook tabs, etc.

Chicago, IL / Dec 2012 to Present

Editorial Director, Urban Plains Magazine Online

Helped build and implement entirely new aggregated website for iPad magazine; managed original content flow and aggregated content; maximized SEO and SMO for the website; interviewed people; wrote copy for the website and the magazine.

Des Moines, IA / Aug 2011 to Dec 2011

Writer/Editor, The Lift Magazine

Wrote copy for the online magazine; brainstormed and pitched story ideas; edited final drafts of articles; blogged for online edition.

Des Moines, IA / Feb 2011 to Aug 2011

SIM Intern, Real-Life Kitchens & Baths Magazine

Wrote copy for Special Interest Media publications; provided clerical/administrative support; worked closely with homeowners, designers, and PR professionals.

Des Moines, IA / Aug 2010 to May 2012