

LINDSAY SCARPELLO

experience

Social Media Manager || Parallels

Manage Parallels consumer product blogs, including creation & distribution of editorial/social calendar, content assets, & management of team of contributors; manage & grow Parallels consumer products social media presences on Facebook, Twitter, Google+, LinkedIn, Youtube, Instagram & Pinterest; report metrics of SEO & social growth on weekly & quarterly basis*.

***Metrics upon request.**

Renton, WA / Aug 2014 to Current

Marketing Coordinator || Lakeshore Audiovisual

Write, aggregate, repurpose & create content for the LSAV brand, including sales materials & blog content; create/strategize content & social calendar; manage & grow LSAV social media presence on Facebook & Twitter; report metrics of SEO & social growth on weekly & monthly basis*;

***Metrics upon request.**

Chicago, IL / Mar 2014 to Aug 2014

Marketing Communications Manager || Mirus Futures/Trader Kingdom

Write, aggregate, repurpose & post content for the Mirus Futures blog and supplementary education site Trader Kingdom; create/strategize content and social calendar; test and implement Google Adwords campaigns; manage & grow brands' social media presences on Facebook, Twitter, & Youtube utilizing creative content, targeted ads, contests & promotions; report metrics of SEO and social growth on weekly & monthly basis*.

***Metrics upon request.**

Chicago, IL / Aug 2013 to Jan 2014

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 & academic journal; design all POPAI press materials, including promotional materials & infographics; manage & grow POPAI social media presence on Facebook, Twitter, & LinkedIn; report metrics of social growth on weekly basis*.

***Metrics upon request.**

Chicago, IL / May 2012 to Aug 2013

Editorial Director || Urban Plains Magazine Online

Build & implement entirely new aggregated website for iPad magazine; manage original content flow & aggregated content; maximize keywords for the website; interview subjects for content; write content for the website & the magazine.

Des Moines, IA / Aug 2011 to Dec 2011

Story Assistant || Real-Life Kitchens & Baths Magazine ~ Meredith Publishing

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

education

Drake University, Des Moines, Iowa

B.A. in Journalism & Mass Communications

B.A. in Arts & Sciences

Majors: Magazines & Writing

skills

Adobe CS5 Creative Suite, Salesforce, Mac Os, Windows OS, MS Office, Wordpress, Joomla, Drupal, HTML, CSS, PHP, Google Analytics, Twitter, Facebook, Pinterest, Google+, Tumblr, Bit.ly, AddThis, HootSuite, Viralheat, StumbleUpon, Evernote, MS Office, Mailchimp, AP Style

Writing, reporting, editing, researching, content & brand strategy/management, marketing analysis, social media management, SEO, staff management, and leadership.

contact

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portfolio

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blog

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