

LINDSAY SCARPELLO

*Social Media
Strategist &
Content Marketer*

CONTACT

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EDUCATION

B.A. in Journalism & Mass Communications

Magazines Major | Drake University | 2008 - 2012

B.A. in Arts & Sciences

Writing Major | Drake University | 2008 - 2012

EXPERIENCE

Omaha Steaks

Social Media Manager | 2016-Current

At Omaha Steaks, I'm responsible for developing & executing social media strategies, including quarterly calendars, and working closely with the creative department to use brand-accurate, strategy-focused messaging for all channels. Additional responsibilities include strategic community engagement, influencer outreach & relationship nurturing, reporting, & much more.

Fantasy Sports Trade Association (FSTA)

Community Manager | 2016-2016

In a consultant position for the FSTA, I advised the association on their social media and digital marketing efforts, including member relations across all of FSTA's online communities.

Parallels

Social Media Manager | 2014-2016

Managed Parallels consumer product blogs, including creation & distribution of editorial/social calendar, content assets, & management of team of contributors; managed & grew Parallels consumer products social media presences; reported metrics of SEO & social growth on a weekly & quarterly basis.

SKILLS

Copywriting



Content Marketing



Social Media Strategy



Search Engine Optimization



Leadership



TECHNICAL SKILLS

Adobe Creative Cloud, Salesforce, Wordpress, Joomla, Drupal, HTML, CSS, PHP, Mailchimp, Hubspot, Sprout Social, CoSchedule, MomentFeed, Sprinklr, Later