

About

I'm a full-stack marketer with over 10 years of experience in inbound and content strategy, living and working in Omaha, Nebraska. After beginning my professional career in print journalism, I transitioned into marketing at a non-profit in Chicago. Over the years, my journey has taken me across the country, with opportunities in tech, finance, professional services, and more. The common thread throughout my various roles: I help brands share their stories in order to prioritize customer experience and grow their business.

Experience

OBI Creative

Strategic Communications Manager | 2018 – Current

In my current position at OBI Creative, I create, manage, and execute on our clients' communications strategies utilizing the PESO model, from competitive research all the way to our go-to-market plans.

Omaha Steaks

Social Media Manager | 2016 – 2018

At Omaha Steaks, I was responsible for developing and executing all inbound, social and owned content strategies, and working closely with the creative department to use brand-accurate, strategy-focused messaging for all channels. Additional responsibilities included content optimization for organic search, community engagement and customer service, influencer outreach, paid digital advertising, PR, reporting, and much more.

Parallels, Inc.

Social Media Manager | 2014 – 2016

At Parallels, I was responsible for developing and executing social media and owned content strategies across a global team, including coordinating new product launches with creative, product development and support, and our strategic partnerships. Additional responsibilities included content optimization for organic search, community engagement and customer service, influencer outreach, paid digital advertising, PR, reporting, and much more.

Mirus Futures

Marketing Communications Manager | 2013 – 2014

At Mirus Futures, I was responsible for managing their corporate blog and and affiliate Trader Kingdom education website; as well as all social media. Additional responsibilities included content optimization for organic search, paid digital advertising, PR, reporting, and much more.

Point of Purchase Advertising International

Communications Manager | 2012 – 2013

At Point of Purchase Advertising International (POPAl), I was responsible for managing and designing all non-profit communications, including website copy, our blog, our bi-weekly email newsletter for members, and member white papers. Additional responsibilities included content optimization for organic search, paid digital advertising, PR, reporting, and much more.

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Education

Bachelor of Arts, Journalism
Drake University

Bachelor of Arts, Arts & Sciences
Drake University

Hubspot Academy
Inbound Certified

CliftonStrengths

- Achiever
- Strategic
- Input
- Learner
- Futuristic

Technical Skills

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