

LINDSEY TUCKER

STORYTELLER + MARKETING SPECIALIST

LINDSEYETUCKER.COM

503-758-6416

LET14@COMCAST.NET

@LINDSEYETUCKER

SKILLS

CREATIVE WRITING

SOCIAL MEDIA

COPYWRITING

EVENT MANAGEMENT

WORDPRESS

ADOBE SOFTWARE

PHOTOGRAPHY

EDUCATION

JOURNALISM (PUBLIC RELATIONS)
BUSINESS ADMINISTRATION

UNIVERSITY OF OREGON | 2015

PROFILE

I am fueled by telling stories and drinking caffeine. With three years experience as a professional marketer and a background in customer service I am looking to use my knowledge in promotion, public relations and relationship building to continue my career into the concierge industry.

EXPERIENCE

CONTENT CREATOR

ACTIVE WATER SPORTS | 2015 - PRESENT

- Promote events like Evening with the Stars and Hangtime via press releases, newsletters, website and social media posts
- Organize calendar and share social media content, increased following by 160 percent in last year
- Construct weekly e-mails advertising events, sales, trending and timely industry and local news for over 16,000 customers
- Created company blog, write and edit posts daily

MEDIA SPONSORSHIP COORDINATOR

PDX POP NOW! | 2018 - PRESENT

- Connect with local media to request festival sponsorship in exchange for promotion to over 7,000 attendees
- Communicate with sponsor and colleagues to distribute marketing materials under strict deadline
- Volunteer as merchant and ticket coordinator at prior events, including compilation release party and local shows, and festival

MARKETING STRATEGY INTERN

ELIXR GLOBAL | 2014 - 2015

- Promoted concerts through social media and flyers to sell tickets, increased rapper YG's ticket sales from 600 to 1,000 (sold out) within two weeks
- Created Facebook ad campaigns to engage followers on upcoming shows and current music trends, increased Facebook likes by 15 percent with two ad campaigns
- Wrote and edited features and editorials on local artists, albums and concerts
- Organized and conducted meet-and-greets, provided general customer service to ticket holders