

Lindsey Gaughan

Houston, Texas

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Summary:

Results-driven marketing and communications professional with extensive experience in project management, digital content strategy, and process optimization. Adept at managing complex marketing initiatives, streamlining workflows, and developing creative solutions that drive engagement and operational efficiency. Skilled in web development, design, and data-driven decision-making, with a proven track record of executing impactful marketing strategies, leading cross-functional teams, and optimizing digital platforms. Known for adaptability, strong communication skills, and the ability to manage multiple projects in fast-paced environments.

Experience:

Senior Communications Specialist

City of Houston

2015 - present

Houston, TX

- Oversee website content, design, and functionality to ensure an engaging and user-friendly experience.
- Led project management for the redesign and implementation of new water bills, improving clarity and usability for residents.
- Develop and execute an annual marketing strategy with targeted campaigns, increasing e-bill adoption by at least 5% year-over-year for five consecutive years.
- Design and manage marketing materials for both internal and external communications.
- Create, lead, and maintain a structured new employee training program to improve onboarding and knowledge retention.

Administrative and Marketing Specialist

Turner & Townsend

2013 - 2014

Houston, TX

- Planned and attended nationwide trade shows to enhance brand visibility and market presence.
- Developed compelling proposals, case studies, and marketing materials to support business development efforts.

Marketing and Public Relations Assistant

ASM Global – NRG Park

2011 - 2013

Houston, TX

- Managed website updates and content for upcoming events to maximize engagement.
- Oversaw all social media channels, elevating NRG Park to a nationally recognized "Social Media Power-House" per *Venues Today (SMP) Top 100*.
- Designed promotional materials, including advertisements, sales collateral, and digital signage.
- Assisted in planning and executing media events, negotiating trade agreements, and supporting suite sales operations.

Event Planner

Incredible Events / Events by Kerry

2007 - 2013

Houston, TX

- Developed client proposals and executed events ranging from intimate gatherings to large-scale corporate functions.
- Managed event logistics, scheduling, performer coordination, and inventory to ensure seamless execution.

Skills and Abilities:

Technical Skills / Software:

- Experienced in front-end and back-end web development, including HTML, CSS, JavaScript, Bootstrap, Materialize, JSON, CRUD, REST, and jQuery
- Skilled in version control and database management, with hands-on experience using Git, MySQL, MongoDB, Mongoose, and Express
- Proficient in VS Code, Adobe Creative Suite (Photoshop & Illustrator), Canva, Microsoft Office, and Camtasia

Adaptability:

- Thrive in fast-paced environments, balancing multiple projects and shifting priorities with efficiency
- Comfortable working independently or collaboratively, ensuring seamless execution across teams
- Quick learner who embraces new challenges, processes, and technologies to drive continuous improvement

Communication:

- Takes direction and welcomes feedback
- Can convey and present ideas to an audience
- Adept presenter and comfortable in front of groups

Education:

Rice University

Houston, Tx

Full Stack Coding Bootcamp Certificate

A 24-week intensive program focused on gaining technical programming skills

Sam Houston State University

Huntsville, Tx

Master of Arts in Kinesiology

Sports Management

Stephen F Austin State University

Nacogdoches, Tx

Bachelor of Business Administration

Sports Marketing