



lindsay weisleder

Toronto, ON 

lpweisle@syr.edu 

315-395-8744 

www.linkedin.com/in/lindsayweisleder/ 

experience

Digital Marketing Specialist | Reshift Media | Toronto, ON | May 2017-Present

- + Designed online advertisements for web pages and various social media platforms
- + Pitched a new marketing strategy to promote the Brand Amplifier (franchise software service)
- + Produced a how-to video for the FAQ section for the Brand Amplifier
- + Wrote blog posts on current digital advertising content

PR Intern | Aerial Communications | Toronto, ON | May 2016-June 2016

- + Collaborated with coworkers to comprise a digital ad campaign
- + Conducted online market research for client outreach
- + Developed the design and layout for a user friendly social media campaign using Adobe Photoshop
- + Designed monthly newsletter for the client Ontario's Finest using Constant Contact

Creative Member | TNH (Student Ad Agency) | Syracuse, NY | Aug 2016-Present

- + Develop online and print advertisements for a local Syracuse company called J Allen Inspired
- + Execute assignments in collaboration creative team twice a week

Webmaster | Alpha Epsilon Phi, Iota Chapter | Syracuse, NY | Jan 2016-Present

- + Created and manage website on Weebly (www.syracuseaephi.org)
- + Update Facebook page with new content weekly

Peer Advisor | iSchool | Syracuse, NY | Aug 2016-Present

- + Mentor a group of 15 first year students and meet once a week for their freshman year
- + Help them transition into college by answering their questions regarding academics and campus life
- + Lead tours of the iSchool
- + Moderate the Syracuse University's accepted students Facebook group

Camp Counselor | Camp Timberlane | Haliburton, ON | July 2016-Aug 2017

- + Led a group of twelve 13-year-old girls through a series of daily activities
- + Planned, coordinated, and executed activities while guiding campers in personal growth

education

Syracuse University | Syracuse, NY | May 2019

S.I. Newhouse School

of Public Communications

B.S. Advertising

iSchool (School of Information Studies)

Dual Major: Information Management & Technology

GPA: 3.7 | Dean's list

skills

Adobe Photoshop, InDesign & Illustrator

HTML & CSS

WordPress & Weebly

Final Cut Pro

Simmons OneView

Constant Contact

Microsoft PowerPoint & Keynote

LinkedIn, Facebook, Instagram & Tumblr