

## CONTACT

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(@linds\_lup)

## PROFILE

A detail-oriented creative professional with a documented record of success in increasing online presence and awareness for brands. Specializes in developing content strategies that will convert leads into customers. Now looking to contribute my skills and expertise in an in-house marketing position in the Orlando area.

## SKILLS

Facebook, Twitter, Instagram, Google+, Pinterest, email marketing (HubSpot, MailChimp, VerticalResponse, Constant Contact), web analytics (HubSpot, Google Analytics), SEO (HubSpot, Moz), content management (WordPress, HubSpot, SquareSpace), social publishing/analytics (HubSpot, SproutSocial, HootSuite), ad management (Facebook, Google AdWords), media buying, photography, and basic videography.

## CERTIFICATIONS & TRAINING

Inbound Certification  
April 2015 - present  
HubSpot

Leadership Osceola  
Completed June 2016  
Community Vision

Management Core Skills  
Completed November 2013  
RedRock Leadership

Leadership Incubator Program  
Completed June 2013  
Bouchard Insurance

# LINDSEY R. LUPFER

COMMUNICATION AND MARKETING PROFESSIONAL

## EXPERIENCE

### Reach, an inbound marketing agency

Kissimmee, FL

*Agency Director • April 2015 - present*

- Responsible for overseeing staffing, deadlines, quality control, and day-to-day administrative operations for all projects.
- Leads account managers in creating distinct, effective, and measurable brand strategies for each project.
- Manages content and strategy for several clients by utilizing social media, blogging, email marketing, and SEO to generate leads and engage with a growing follower base.
- Proofreads copy for proper grammar, spelling, and accuracy, ensuring consistency across brands and readability for a wide variety of audiences.

### Bouchard Insurance, a regional independent insurance agency

Clearwater, FL

*Sales Training Program Manager • March 2013 - April 2015*

- Responsible for the day-to-day management of the agency's nationally-recognized Producer-in-Training (PIT) program.
  - Recruited top sales talent from state universities.
  - Managed media relations and digital marketing for the agency.
- Communication Specialist • September 2011 - March 2013*
- Responsible for public & media relations, social media management, branding & identity, front-end website development, client & employee event planning, and general sales support projects.

### St. Petersburg College

Clearwater, FL

*Adjunct Instructor • August 2013 - August 2014*

Courses: Public Speaking and Mass Media & Pop Culture

### Valencia College

Kissimmee, FL

*Adjunct Instructor • August 2010 - May 2011*

Course: Public Speaking

## EDUCATION

2008 - 2010

**University of Central Florida**

Master of Arts in Communication

2004 - 2007

**University of Central Florida**

Bachelor of Science in Social Sciences

## COMMUNITY INVOLVEMENT

### Young Professionals of Osceola County

*Founding Board Member • May 2015 - present*

### Community Hope Center of Osceola County

*Board Member and Fundraising Event Chair • June 2015 - present*