

Mickalei “Micki” Lindquist

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SKILLS SUMMARY

Communication & Writing: Strong writing skills across genres including web content, proposals, press releases, technical writing, and marketing materials. Experience creating clear, compelling content tailored to its audience.

Project Management & Organization: Proven ability to manage projects ensuring deadlines are met and objectives achieved. Experience leading teams and coordinating efforts in both nonprofit and corporate environments.

Digital & Web Skills: Expertise in web design and management utilizing HTML, CSS, and content management systems. Proficient in content creation and graphic design using Canva and Adobe Creative Suite applications.

Marketing & Fundraising: Designed effective marketing materials and campaigns for direct mail, social media, and email, including successful fundraising initiatives that increased revenue and community engagement.

Customer Service & Collaboration: Demonstrated strong interpersonal skills, with experience in client service, team collaboration, and volunteer management. Skilled in resolving issues and maintaining positive relationships.

EDUCATION

BIS: Professional Writing & Communications, GPA 4.0/4.0

Anticipated 2025

George Mason University, Fairfax, VA

RELEVANT COURSEWORK:

ENGH 388: Professional and Technical Writing, ENGH 489: Proposal Writing and Development,

COMM 320: Business & Professional Communication, COMM 384: Public Relations & Social Media

Certificate: Basic Web Design & Management, GPA 3.9/4.0

2005

Parkland College, Champaign, IL

RELEVANT EXPERIENCE

Fundraising Intern

February 2024 to May 2024

Marshall Middle School PTO, The Plains, VA

- Designed an effective fundraising online auction site which raised over \$1500, a 60% increase from the 2023 paper auction, demonstrating compelling graphic design and copywriting skills
- Wrote a persuasive grant proposal for acquiring televisions for classrooms demonstrating strong research, writing, and fundraising skills

Nonprofit Management Intern

September 2023 to December 2023

Fauquier Community Theatre, Warrenton, VA

- Efficiently managed volunteers in ushering, fundraising via 50/50 raffle, and snack sales during show performances
- Demonstrated customer service skills by fielding guest requests and negotiating patron seating issues
- Utilized hands-on marketing efforts to advertise upcoming shows and increase awareness of the theater
- Leveraged mentorship with the Executive Director to gain a real-world understanding of nonprofit management

Marketing & Library Assistant

October 2007 to September 2008

Illinois Natural History Survey, Champaign, IL

- Showed public relations skills by creating press releases, staff intranet postings, and library serials blog
- Utilized marketing and graphic design skills to create marketing pieces such as postcards and brochures
- Demonstrated customer service skills by assisting patrons at the circulation desk
- Cataloged and added metadata for newly arrived journals in the library collection
- Developed sales copy and maintained inventory for INHS scientific publications

Lead Web Artist & Copywriter

June 2006 to October 2007

Hobbico, Champaign, IL

- Efficiently created and updated the extensive Tower Hobbies website and ten sister boutique sites by adding new items and updating marketing campaigns, demonstrating HTML and CSS skills
- Produced sixteen promotional emails weekly, demonstrating front-end web development skills

Marketing & Administrative Assistant

January 2003 to October 2005

KleenRite, Champaign, IL

- Utilized design and copywriting skills for direct mail marketing pieces, newsletters, and in-house materials
- Scheduled appointments, created estimates, managed client dissatisfaction and handled office technical issues

Office Manager & Graphic Designer

April 2000 to December 2002

Minuteman Press, Champaign, IL

- Created press-ready artwork for printing (spot and 4-color process) and assisted with post-production (binding, etc.)
- Managed vendors, client service and data, invoice and quote preparation, copy orders, and project timelines

VOLUNTEER EXPERIENCE

Service Unit Fall Product Manager

August 2016 to December 2023

Girl Scouts of Our Nation's Capital

- Increased sales by >\$15,000 (73%) between 2020 and 2021 with continued increases in the following years
- Demonstrated leadership, communication, and organizational skills by managing Fauquier County area troop fall product program for 25+ troops, serving 275+ scouts
- Educated leaders in the effective use of the online interface and resolved technical difficulties
- Organized, tracked, and distributed product inventory and rewards demonstrating time management skills
- Effectively maintained an online database of leader information and communicated with leaders via email and social media to encourage sales and remind leaders of upcoming deadlines

Troop Co-Leader

August 2015 to June 2019

Girl Scouts of Our Nation's Capital

- Used creativity and teamwork to design unique programming to fulfill badge requirements while maintaining a budget for fourteen scouts
- As Troop Money Manager maintained bank accounts and prepared the annual financial report, demonstrating bookkeeping skills
- Utilized organizational skills and leadership to schedule and organize cookie booth sales while coordinating cookie inventory as Troop Cookie Manager
- Demonstrated event planning skills by organizing events such as badge days and movie nights, serving 150+ Scouts

AWARDS

- Best Cameo Performance in Play, Hostess of the Garter, *The Merry Wives of Windsor*, Fauquier Community Theatre Lofty Award, 2023-2024 Season
- Best Costumes in a Musical, *Suessical*, Fauquier Community Theatre Lofty Award, 2019-2020 Season
- Best Costumes in a Play, *Lion in Winter*, Fauquier Community Theatre Lofty Award, 2018-2019 Season (also nominated for Outstanding Costume Design in a Play, Washington Area Theatre Community Honors)
- Girl Scouts of Our Nation's Capital Volunteer of Excellence Award, 2017

TECHNICAL SKILLS

Adobe Illustrator	CSS 3	Google Suite	Twitter/X
Adobe Photoshop	Javascript	WordPress	Twitter/X Analytics
Adobe InDesign	HTML 5	Canva	Google Workspace
Adobe Dreamweaver	Microsoft Office	Instagram/Facebook	Squarespace
Adobe Acrobat Pro	GitHub	Meta Insights	Visual Studio Code