

# 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