

# Mickalei “Micki” Lindquist

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## SKILLS SUMMARY

- Skilled in writing and editing for various media platforms
  - Created web copy, marketing copy, and newsletter stories while working for Hobbico, Illinois Natural History Survey, and KleenRite
  - Experience with writing magazine articles, web stories, social media copy, and presentations demonstrated through coursework in Writing Across Media, Introduction to Public Relations, Public Relations & Social Media, and Professional & Technical Writing
- Familiarity with nonprofit sector principles and fundraising strategies acquired through volunteer work, internships, and coursework in The Nonprofit Sector and Principles of Fundraising
- Strong organizational and project management skills
  - Gained from coordinating fundraising events, managing volunteers, and overseeing product programs for Girl Scouts of Our Nation’s Capital
  - Utilized in work experience as an office manager at Minuteman Press when coordinating efficient print run schedules while still meeting client deadlines

## EDUCATION

**BIS: Strategic Communication & Information Design**, GPA 4.0/4.0

Anticipated 2025

*George Mason University, Fairfax, VA*

- Relevant coursework: Writing Across Media, PR & Social Media, Professional & Technical Writing, The Nonprofit Sector, Principles of Fundraising, Web Authoring & Design
- Honors: Dean’s List: Fall 2021, Spring 2022, Fall 2023, Spring 2024

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

2005

*Parkland College, Champaign, IL*

## WORK EXPERIENCE

### Fundraising Intern

*Marshall Middle School PTO, The Plains, VA*

February 2024 – May 2024

- Designed a silent auction website for a fundraiser to be implemented fall 2024
- Solicited donations from local businesses
- Wrote grant application for a local foundation to support upcoming projects

### Nonprofit Student Intern

*Fauquier Community Theatre, Warrenton, VA*

September 2023 – December 2023

- Co-led on-site volunteers during performances in tasks including ushering and fundraising via 50/50 raffle and snack sales
- Managed funds from ticket and snack sales
- Demonstrated customer service skills by fielding guest requests and handling issues as they arose
- Utilized hands-on marketing efforts to advertise upcoming shows and increase attendance
- Prepped theater for guests including acquiring playbills and needed snacks, setting up the snack sales tables, and preparing the will-call list

### Marketing Assistant

*Illinois Natural History Survey, Champaign, IL*

October 2007 – September 2008

- Managed RSS Feed, staff intranet postings, and library serials blog
- Wrote press release copy for staff news
- Created marketing pieces such as postcards and brochures for print use

## WORK EXPERIENCE (CONTINUED)

### Web Artist & Copywriter

*Hobbico, Champaign, IL*

June 2006 – October 2007

- Created and maintained an extensive Tower Hobbies website and 10 sister boutique sites
- Produced up to 16 weekly promotional emails
- Wrote original copy for print and web use
- Collaborated with the marketing department to generate new marketing ideas
- Promoted to Lead designer in June 2007 for wholesale GP Dealer site

### Marketing & Administrative Assistant

*KleenRite, Champaign, IL*

January 2003 – October 2005

- Created direct mail marketing pieces, newsletters, and in-house materials
- Assisted with scheduling, client service, and technical support
- Instructed office staff to utilize industry-specific software more efficiently

### Graphic Designer & Office Manager

*Minuteman Press, Champaign, IL*

April 2000 – December 2002

- Created press-ready artwork for spot and 4-color process printing
- Prepared client-supplied artwork for printing
- Managed vendors and assisted in client service, invoicing, and sales

## VOLUNTEER EXPERIENCE

### Service Unit Fall Product Manager

*Girl Scouts of Our Nation's Capital*

August 2016 – December 2023

- Increased sales by >\$15,000 (73%) between 2020 and 2021 with continued increases in the following years
- Managed Fauquier County area troop fall product program for 25+ troops, serving 275+ Scouts
- Trained leaders in using the online interface and assisted with technical difficulties
- Organized and distributed products and rewards for troop leaders to deliver to Scouts
- Maintained an online database and communicated with leaders via email and social media during the program to encourage sales and remind leaders of upcoming deadlines
- Received Volunteer of Excellence Award, 2017

### Troop Co-Leader

*Girl Scouts of Our Nation's Capital*

August 2015 – June 2019

- Designed programming to fulfill badge requirements and implemented it in meetings serving 14 Scouts
- As Troop Money Manager maintained bank accounts and prepared the annual financial report
- Scheduled and organized cookie booth sales and managed cookie inventory as Troop Cookie Manager
- Organized large-scale events such as badge days and movie nights, serving up to 150+ Scouts
- Acquired archery, tomahawk throwing, and CPR certifications to improve troop's experience
- Designed t-shirts for encampments, troop newsletters, and flyers for hosted events using Adobe Creative Suite
- Wrote copy for troop newsletters, flyers, and troop Facebook group

## 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	SEO	Instagram/Facebook	Squarespace
Adobe Acrobat Pro	GitHub	Meta Insights	Visual Studio Code