



LINDSAY MINTON

Marketing Strategist

CONTACT

 mintonmintonstrategy@gmail.com
 (832) 248 1242

EDUCATION

M.S. IN DIGITAL CONTENT STRATEGY
University of Kansas

B.A. IN POLITICAL SCIENCE
Sam Houston State University

CORE QUALIFICATIONS

Salesforce
Marketing Cloud
Pardot
Marketing Analytics
Adobe Suite
WordPress
Microsoft Office Suite
Branding
Google Analytics

SOCIAL

 linkedin.com/in/lindsayminton

EXPERIENCE

MARKETING LEAD

Blackridge

- Develop and implement marketing campaigns, including company initiatives, new product introductions and other marketing projects using digital and traditional marketing
- Configured Pardot and Salesforce for account-based marketing (ABM)
- Develop automated marketing email campaigns using Salesforce and Pardot and provide analytics review
- Participate in the development of branding and corporate identity initiatives
- Design branded creative using Adobe products
- Develop and manage marketing budget, KPIs to deliver
- Establish a target market/customer
- Grow customer base through lead generation (10-20 leads a week)
- Conduct customer, brand and product research initiatives
- Manage agency providers, consultants, freelancers and other suppliers, including contract negotiation and management
- Lead and produce internal and external communications
- Oversee the company's website and provide analytics review

CRM SR. MARKETING SPECIALIST

Ochsner

- Created marketing email campaigns through Salesforce and Marketing Cloud and provided analytical review
- Developed and pulled marketing prospect lists
- Work with internal teams to implement automated marketing email and social campaigns
- Monitor, analyze and report email and social performance
- Identify opportunities through analytics to enhance campaigns
- Integrate third-party data with company data to create omnichannel customer view and provide leads

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DIGITAL MARKETING & CRM MANAGER

MKEC Engineering, Inc.

- Lead in evaluating various CRM programs and implemented the chosen program company-wide
- Developed digital marketing strategy and redesign
- Generated digital content for social media, blog, and newsletter
- Provided monthly marketing analysis to senior management
- Maintained and edited company website
- Assisted with brand management

PROJECT COORDINATOR PUBLIC AFFAIRS AND GOVERNMENT

Walmart Stores, Inc.

- Formalized and organized Corporate Affairs' role in Walmart's initiative to bring back jobs to America by investing in American made products
- Streamlined processes by implementing new systems across department
- Facilitated several exclusive projects (Supplier Summit)
- Created marketing products for events
- Managed budgets for regions of the U.S.

BUSINESS MANAGER

TCM Enterprises, LLC

- Developed various new procedures to improve efficiency company-wide including custom small-scale CRM using spreadsheets
- Assisted in designing website and implement changes
- Organized budgets, estimates, schedules and costs for the company