

LINDSEY HADDEN

content strategy | communications | digital marketing

CONTACT

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SKILLS

Analytics | Brand management | C-level presentations | Client relations | Content development | Content marketing | Content strategy | Email marketing | Event management | Ghostwriting | Inbound marketing | Leadership | Media writing | Public relations | SEO/SEM | Social media strategy | Speech writing | Video editing | UX strategy

SOFTWARE/ APPLICATIONS

Adobe Illustrator | Adobe InDesign | Adobe Photoshop | Adobe Premier Pro | Basecamp | Craft | Drupal | Google Analytics/AdWords/Search Console/Tag Manager | HubSpot | Pardot | Salesforce | Screaming Frog | SEM Rush | Sitecore | Wix | WordPress

EDUCATION

Bachelor's, Public Relations

Central Washington University

RECENT EXPERIENCE

Content Manager

Nerdery, Edina, MN (Oct. 2021 - Present)

Manage content strategy and development for go-to-market campaigns and growth initiatives. Campaign initiatives have led directly to hundreds of thousands of dollars in new business.

Partner with subject matter experts to concept, write and edit long-form written content, including blogs, reports, case studies, and marketing landing pages, as well as supporting event content, ghostwriting, speech writing, video direction/editing, SEO strategy, and paid media,

Manage social media team and drive strategy for organic social media content and paid social media in support of campaign efforts.

Digital Content Strategist

Russell Herder, Minneapolis, MN (Nov. 2020 - Oct. 2021)

First in a newly created position to ensure digital marketing and content efforts achieve clients' business goals. Worked at a strategic level within multiple digital disciplines, including content development, social media, email, SEO/SEM, UX, and brand planning. Industries supported include government/non-profit, fintech, hospitality, b2b and higher ed.

Digital & Social Media Manager

Public Works Agency, Minneapolis, MN (May 2018 - Oct. 2020)

Responsible for social media and digital and content strategy for Public Works clients in industries from CPG to higher education. Work in multiple strategic functions in social content development, paid media, SEO/SEM, as well as copywriting/editing.

Digital & Social Media Specialist

Ecolab, St. Paul, MN (Feb. 2016 - April 2018)

Led global social media efforts for Ecolab. Responsible for driving Ecolab's social media content strategy as well as its execution across Facebook, Twitter, LinkedIn and Instagram.

Partnered with internal stakeholders globally to develop robust social media campaigns to achieve business and communications objectives.

Supported a number of Ecolab leadership by ghostwriting Twitter and LinkedIn posts and LinkedIn blogs.