



LYNDSAY BROWN

Experienced Marketing & Communications Professional

EXPERIENCE

CONTACT INFO

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PERSONAL PROFILE

Team and goal oriented professional with the strong ability to assess client needs to affectively promote goods and services. Excellent written and oral communication and relationship-building skills. Listens attentively, communicates persuasively and follows through diligently.

KEY COMPETENCIES

Copywriting, proofreading & editing, brand building and management, social media engagement, event planning, researching, creative problem solving, database management, public speaking, rapport building, execution of original content to engage consumers, vendor collaboration and management, project management, highly organized, fast learner.

MARKETING SPECIALIST

Benefit & Risk Management Services, Folsom | February - August 2020

While under very little supervision/guidance, I:

- Created marketing & communication strategies and a marketing plan, set goals and tracked results.
- Pioneered new lead generation processes including a monthly webinar series; pushed hard for accountability-based systems, a marketing budget, and investment in digital and social media marketing.
- Wrote, designed and managed internal communications including the quarterly company newsletter.
- Developed ongoing external communication campaigns for products, company announcements, and wellness initiatives.
- Created internal communication pieces on behalf vendors including Dignity Health.
- Created and designed marketing collateral, maintained and wrote content for online blog, and managed all social media platforms.

MARKETING & COMMUNICATIONS SPECIALIST

LB Homes Team, Keller Williams Realty, Sacramento | 2016 to 2020

- Analyzed and presented market trends, conditions and activities to accurately advise clients and develop appropriate marketing strategies. Managed each phase of transactions while fostering and maintaining relationships with buyers and sellers, banks, loan officers, escrow officers, appraisers and other industry vendors.
 - Brand strategizing & promotion, generated brand-specific, customized content across various mediums to target different audiences (direct mail, email campaigns, social media strategizing etc) to incite consumer engagement, planned and coordinated community events to generate leads.
 - Created content for and presented professional development classes, trained and mentored new agents.
 - Awarded** the Millionaire Agent award in 2017 and the Bronze Award in 2018. Awarded the Triple Crown in 2019. Consistently among the top 20% for production in the brokerage.
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EXPERIENCE CONTINUED

EXPERIENCE WORKING WITH THE FOLLOWING SYSTEMS:

Design:

Adobe Creative Suite (namely: InDesign, Photoshop, Illustrator, Premier Pro), Proto.io, Promo (video editing), Canva, Flipping Book, Shutterfly, Shutterstock

Communication:

Word Press, Constant Contact, Survey Monkey, BombBomb

Social Media:

Facebook, Instagram, LinkedIn, YouTube, LinkTree, Hootsuite

Client Relation Management:

SalesForce, LionDesk, Boomtown

General:

Microsoft products (Word, Excel, Power Point, Outlook, Zoom, Teams

ACCOUNT COORDINATOR

Moroch Partners; McDonald's Northern CA & NV Account | 2013-2014

- Assisted with the planning, development, presentation and execution of all meetings.
- Maintained all Co-op communications ensuring that all communication was done in an accurate and timely manner, built and created co-op monthly marketing calendars, completed broadcast traffic and weekly marketing updates
- Worked with the account team on the execution of agency responsibilities to the Ronald McDonald House(s), coordinated grand opening plans and local store marketing efforts and requests, processed invoices.
- Participated in radio, print and television promotion planning processes and assisted with execution, assisted with execution of media partner promotions.

COPYWRITER/SALES EXECUTIVE

Cherry Creek Radio, Stateline, NV | 2011-2013

- Prospected local, regional & national clients, analyzed & determined clients needs, created proposals, presentations and original spec spots. Wrote, directed and produced copy and spots and developed compelling, long term, high-frequency ad campaigns for clients. Built rapport with prospects and delivered measurable results for clients. Closed prospects with ease and overcame objections with confidence.
- Impeccable track record; #1 in Sales April, May, June, July and December.

ADDITIONAL EXPERIENCE

TIMESHARE SALES AGENT, *The Ridge Resorts*

GUEST SERVICES AGENT, *Marriott International & The Hollywood Roosevelt Hotel*

MARKETING & EVENT COORDINATOR, *Velvet Crossing Promotions & Events*

PRODUCTION ASSISTANT, *Comedy Central*

EDUCATION

CALIFORNIA STATE UNIVERSITY, LONG BEACH

BA, Speech Communication, 2005

