

Lindsey Anderson

Senior Marketing Manager | Senior Brand Manager Profile

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Dynamic professional offering 14+ years' extensive experience in developing robust marketing strategies and leading global branding initiatives to enhance engagement, augment revenues, and achieve business objectives.

Results-driven visionary with proven history of prioritizing daily workflows and project-managing effective execution of marketing plans to maximize scalability and growth. Solutions-oriented manager skilled in leveraging robust systems and designing processes to boost efficiencies and marketing synchronize efforts. Motivated leader adept in cross-functional team collaboration and forging strategic partnerships to mobilize evolving business landscapes and heighten brand rapport.

Areas of Expertise

- ◆ Marketing, Advertising & Communications
- ◆ Brand Strategy, Advocacy & Campaigns
- ◆ New Business Development & Retention
- ◆ Digital, Content & Social Media Marketing
- ◆ Global Consumer Insights
- ◆ Market Research & Analytics
- ◆ Event Planning & Logistics
- ◆ QA & Regulatory Compliance
- ◆ Project Management & Cost Control
- ◆ Leadership & Team Development
- ◆ Vendor & Stakeholder Engagement
- ◆ Continuous Process Improvement

Technical Proficiencies

- CMS Platforms:** Expression Engine, WordPress, Wix
- Software & CRM Solutions:** Atlassian (Confluence, Jira), Salesforce, Hootsuite, Google Workspace, Microsoft Office
- Digital Design:** Adobe Acrobat, Adobe InDesign, Adobe Photoshop, Canva

Professional Experience

Molycop, Omaha, NE
Senior Executive Assistant

April 2023 – Present

In this role, I serve as an assistant to Molycop's C-Suite and Executive Leadership Team. My daily responsibilities involved managing various administrative tasks, such as handling daily correspondence and calendar management. I am entrusted with handling confidential and sensitive matters throughout the organization.

- Current top priorities include the coordination and planning of the upcoming Molycop Leadership Conference in Los Angeles, California in April 2024, and the targeted IPO in April 2024.
- Notable achievements include the planning and execution of the Molycop Leadership Conference in Los Angeles, California in both April and November 2023, and the virtual Board Meeting in November 2023.

Meta, Austin, TX
Program Manager, Business Planning & Operations

June 2022 – March 2023

Played a crucial role as a strategic and collaborative partner to the GBG NA Mid-Market sales organization. My contributions involved participating in quarterly Account Selection cycles, Book Building, and conducting Headcount/Coverage analysis. Daily, I handled various responsibilities such as setting quotas, forecasting for both quarterly and annual periods, managing the sales pipeline, overseeing portfolio management, and conducting strategic market analysis. These activities were carried out for a \$15B organization with over 200 account managers.

- Showcased my agility in rapidly assimilating new information and effectively handling ambiguous situations. By offering practical recommendations and implementing data-driven go-to-market strategies, I supported key cross-functional partners to secure long-term growth and operational success.
- Played a significant role in leading the restructuring of our Mid-Market sales organization in July 2022. This restructuring had two primary focuses: understanding advertiser business models from an external perspective and activating our service model internally. It was a substantial initiative that had a significant impact on both the operational and strategic goals of the company and the Mid-Market sales organization. The restructuring affected approximately 98 account managers and 3,600 advertisers.

Wild Flora, Austin, TX
Brand Strategy & Marketing Consultant

February 2022 – June 2022

Impart vast brand and marketing expertise to optimize Wild Flora brand for more differentiation, alignment, and impact within industry. Analyze brand identity, strategy, and performance to provide insightful recommendations into improving overall digital presence and awareness. Review current marketing strategies to develop new and innovative plans to boost market performance and heighten reach across target audiences.

- Enabled two major brand collaborations, [Jo Malone London](#) and [J.R. Watkins](#)
- Led communication and PR efforts for a feature in the [April issue](#) of Voyage Austin

ujet.cx, San Francisco, CA
Senior Marketing Manager

January 2021 – January 2022

Conducted extensive market research to help define and support go-to-market strategy to improve business processes, streamline scope management, and enhance stakeholder liaison. Collaborated with both channel and marketing teams to create and deliver joint marketing programs, strategies, materials, and content curated for different partners to meet individual objectives and drive brand visibility. Led all partner communication programs to streamline product and sales readiness. Piloted channel marketing communications and events calendars, including monthly newsletters and webinars to uphold compliance with legal and cybersecurity regulations.

- Secured ~300 new partnerships and ~15 Master Agents by ensuring timely execution of contract deliverables.
- Directed proactive social media management which increased [LinkedIn](#) followership by 568% and augmented [Twitter](#) engagement by 29.5%.
- Authored 10 [press releases](#) in FY2021 to effectively communicate advancements to clients and stakeholders.
- Slashed QA cycles for content development and creation by 60% through establishment and implementation of quality control process improvements.
- Mobilized grassroots campaign to drive brand awareness and clinched collabs with three industry influencers.

AT&T Cybersecurity – Division of AT&T Business, Austin, TX
Senior Marketing Manager | Brand & Campaign Strategist

December 2018 – January 2021

Spearheaded successful creation and project management of AT&T Cybersecurity Virtual Booth and streamlined addition to AT&T Business Virtual Hub to enhance online interaction and tour of AT&T Cyber products and services. Fronted robust scaling of brand awareness and promotion by leading successful execution of four major industry events in 2019 which generated \$686K in ARR.

- Achieved “Meftah MVP” Recognition Award in Q3 of FY2019 for positive impact within daily business operations that enabled better customer experiences and contributed to overall company growth.
- Acknowledged with 'Extraordinary Impact' (EI) Rating for astute individual performance in 2019; awarded to only top 11% in respective BU and recognized as highest performance review rating that employees receive.
- Introduced upgraded customer engagement strategies which improved YoY lead generation by 182% and engendered \$30K in pipeline ARR at [Infosec EU](#) event.
- Reduced lead reporting turnaround from three weeks to just one to two days by migrating two independent event lead systems, AT&T Business (ROAM) and AlienVault (Salesforce), into one standardized lead routing system.

AlienVault, Austin, TX
Project Manager | Field Marketing Specialist

June 2016 – December 2018

Bolstered full redesign of online partner portal to enhance communication between sales and marketing departments and improve partner retention. Orchestrated marketing events and coordinated networking programs to forge strategic channel relationships with industry affiliates, including Amazon Web Services, ConnectWise, and Ingram Micro. Championed advocacy and award programs, such as 'Partner of the Year', to sustain ongoing partner relationships and drive retention. Tracked departmental budgets to ensure optimal allocation of adequate resources and services.

- Successfully project managed launch of [USM Anywhere](#)™, SaaS-based threat detection and incident response platform, and augmented quarterly revenue growth by 130%.
- Successfully project managed the full redesign of the AlienVault Online Partner Portal.
- Accomplished retention of 7K global clients by driving innovative product evolution and brand consistency for both business and marketing teams.

Education

Bachelor of Arts in International Affairs, University of Colorado, Boulder, CO, 2010

Bachelor of Arts in Spanish, University of Colorado, Boulder, CO, 2010

Doctor of Law, Law St. Thomas University, School of Law, 2010-2011 (**Please note degree never obtained; completed 1L year before leaving to pursue other career opportunities*)

Honors & Awards

AT&T Cybersecurity Q3 Recognition Award Winner "Meftah MVP", Issued by AT&T Business, 2019

Peer-nominated award; 1 of 5 individuals selected by AT&T Cyber leadership for positively impacting our business each day, striving for and achieving significant accomplishments that ultimately improve the customer experience – both internally and externally –while accelerating our growth

Licenses & Certifications

Notary Public, State of Nebraska, Issued November 2023; Expires November 2027

Online Project Management Certificate Program (PMCP), Center for Professional Education (CPE) – University of Texas, 2021