

# katlyn lindstrom

## certifications

**Social Marketing**  
Hootsuite, Aug 2018

**Adwords Fundamentals**  
Google Academy, Aug 2018

## publications

“Social Media Marketing in the Age of Fake News.” Contact Magazine. Sept 2018.

“Ignite Sessions Return for a Third Year.” Contact Magazine. Sept 2018.

“Reconnect with the Credit Union Spirit in Michigan’s Cherry Capital.” Contact Magazine. May 2018.

“A Penny for Your Thoughts to Make Lansing Vibrant.” Lansing 5:01. Mar 2017.

“You Can’t Judge a Blind Date by Its Cover.” ing Magazine. Feb 2015.

## presentations

“#TweetItOut: Promoting Your Conference in the Digital Age.” MSU Meeting Planners Association. East Lansing, MI. April 2017.

“You Won’t Even Be Able to Tell.” University of Wisconsin MUSE Literati Conference. Madison, WI. April 2016.

## professional experience

**Web and Social Media Specialist** Dec 2017 – present  
MICHIGAN CREDIT UNION LEAGUE AND AFFILIATES, Lansing, MI

- Create, manage, and implement digital content strategy for MCUL and CU Link credit union awareness campaign
- Curate and author content for websites, social media channels, weekly Mailchimp newsletter to ~8,000 Michigan credit union professionals, and other publications as needed
- Achieved 14% organic Facebook follower growth in 6 months

**Web Design and Content Creation Consultant** Dec 2014 – present  
SELF-EMPLOYED, Lansing, MI

- Envision and implement client communication solutions including social media, website design, and content strategy
- Engage a diverse range of clients including university departments, small businesses, and individual professionals

**Marketing and Communication Specialist** Aug 2016 – Dec 2017  
CAPITAL REGION COMMUNITY FOUNDATION, Lansing, MI

- Collaborate with the Executive Vice President and marketing committee to develop communication solutions for effective outreach in Ingham, Clinton, and Eaton counties
- Manage all print publications, web content, and social media

**Welcome Team Member** Feb 2013 – Aug 2016  
MSU OFFICE OF ADMISSIONS, East Lansing, MI

- Provide high-quality customer service for a world-class institution through various channels including phone, email, web chat, and SMS
- Assist in training and supervision of new employees

**Peer Mentor Program Intern** Oct 2014 – May 2016  
MSU COLLEGE OF ARTS AND LETTERS, East Lansing, MI

- Research, analyze, and compare attributes of peer mentor programs to implement inaugural peer mentor program
- Coordinate and facilitate all recruitment events, author all recruitment promotional materials
- Hire, train, and manage 14 student employees, craft all training materials including student employee handbook

## education

**BA in English, Second Major in Professional Writing** May 2016  
MICHIGAN STATE UNIVERSITY, East Lansing, MI

- Graduation with High Honor
- Study Abroad in Italy