

katlyn lindstrom

certifications

Inbound Marketing
HubSpot, Nov 2018

Social Marketing
Hootsuite, Aug 2018

AdWords Fundamentals
Google, Aug 2018

publications

Digital Spaghetti: Creating Content that Sticks
Contact Magazine, TBD 2019

**It's a Bird! It's a Plane!
It's a Credit Union!**
Contact Magazine, TBD 2019

Social Media Marketing in the Age of Fake News
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

presentations

#TweetItOut: Promoting Your Conference in the Digital Age
MSU Meeting Planners Association, April 2017

You Won't Even Be Able to Tell
UW MUSE Literati Conference, April 2016

professional experience

Marketing Content Manager Jan 2019 – present
LANSING ECONOMIC AREA PARTNERSHIP (LEAP), Lansing, MI

- Collaborate with director of marketing to develop overall social media strategy and time-bound campaign strategies
- Envision and implement time-bound social media campaigns and corresponding visual and written collateral

Digital Content Strategy Consultant Dec 2014 – present
SELF-EMPLOYED, Lansing, MI

- Envision and implement client communication solutions including website design and digital content strategy
- Engage a diverse range of clients including university departments, small businesses, and individuals

Web and Social Media Specialist Dec 2017 – Jan 2019
MICHIGAN CREDIT UNION LEAGUE (MCUL), Lansing, MI

- Create, manage, and implement digital content strategy for MCUL and CU Link cooperative advertising campaign
- Achieve 37%, 20%, and 5% respective, organic follower growth across Facebook, LinkedIn, and Twitter in 2018
- Curate and author content for website, social media, weekly digital newsletter, and other publications as needed

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

- Collaborate with EVP and marketing committee to develop communication solutions for tri-county area outreach
- Develop and implement marketing plan for Penny for Your Thoughts community idea contest
- Manage print publications, web content, and social media

education

B.A. in English with High Honor May 2016
MICHIGAN STATE UNIVERSITY, East Lansing, MI

- Second major in Professional Writing
- Specializations in creative writing, writing in the public interest, nonprofit writing, and intercultural research
- Top 7% of graduating class
- Study abroad in Italy