

LINDSAY NANCE

CONTACT

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WWW.LINDSAY-NANCE.COM

EDUCATION

UNIVERSITY OF GEORGIA

2016-2020

BACHELOR OF ARTS, MAJOR

PUBLIC RELATIONS

SKILLS

- Facebook Business Manager
- Copywriting
- Email Marketing
- Account Management
- Salesforce
- Adobe Creative Suite
- Microsoft Office Suite
- Social Media
- Google Analytics Certification
- HubSpot
- 6sense
- Account-based marketing

EXPERIENCE

LEADCOVERAGE

SR. ACCOUNT COORDINATOR | OCT 2023 - PRESENT

- Develops strategic plans for B2B account-based marketing campaigns aligned with overall business objectives
- Implements multi-channel marketing strategies involving channels such as email, paid media, social media and out-of-home
- Coordinates cross-functional teams and manages project timelines to execute campaigns effectively
- Identifies and segments target accounts based on various criteria such as industry, company size and buying signals

ANNUITAS

STRATEGY CONSULTANT | JANUARY 2023 - JUNE 2023

- Owned the off-site user experience strategy for our clients specifically focused on their paid media initiatives in relation to the overall strategy
- Conducted customer/internal interviews to aid in the curation of consumer and industry insights that translate into a broader demand generation strategy for our clients
- Developed the strategy for demand generation programs centered on marketing processes

SPRINGBOT

SENIOR PAID MEDIA SPECIALIST | APRIL 2022 - JULY 2022

- Conducted frequent strategy calls with clients to ensure that goals are met
- Provided performance reports and recommendations for clients based off of KPIs such as CPC, CTR, and ROAS
- Curated strategy for Facebook ads including audience, budget and creative type

PAID MEDIA SPECIALIST | MARCH 2021 - APRIL 2022

- Maintained communication with over 70 clients to ensure goals are met
- Generated over \$1 million in ad revenue across 23 Facebook clients in 2021
- Contributed to company's overall increase in revenue through selling additional services to clients
- Discussed strategy with clients for email campaigns to generate sales
- Wrote compelling ad copy with a focus on driving conversions and site traffic