

LINDSAY SOUTHARD

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Summary

Creative, results-driven public affairs and communications professional utilizing project management skills and communication methods to help attain business goals and drive results. Takes initiative to collaborate with external and internal stakeholders to launch campaigns, implement strategies, and communicate with diverse audiences. Highly-skilled in community engagement with experience developing, implementing, and managing community programs.

Experience



Community Engagement Specialist

City of Austin

Feb 2021 - Present (1 year 7 months +)

Assists with the planning, development, and implementation of strategies and programs to help facilitate community engagement with the Office of Police Oversight (OPO)

Maintains a stakeholder database including community leaders, organizations, and internal liaisons

Prepares and edits OPO publications, including the monthly newsletter and policy reports for internal and external audiences

Serves as OPO's social media lead, overseeing all official social networking accounts through copy development, designing graphics to inform the public, trend analyses, and social listening

Designs and publishes monthly OPO newsletter for distribution to hundreds of subscribers

Meets with community stakeholders to identify needs, best practices, and opportunities for improvement

Serves as an impartial, unbiased facilitator of public discussions to address issues between the Austin Police Department and community members

Manages public meeting logistics including securing language interpreters, maximizing accessibility for participants with visual and auditory impairments, and training support staff

Retains records of public commentary during community meetings and forums to analyze and synthesize key themes and any findings for reporting and policy development

Plans forums, town halls, and other community events for the public and key stakeholders representing diverse groups

Owner

Southard Sundries

Jun 2020 - Present (2 years 3 months +)

Evaluates consumer trends and conducts market analysis to determine business objectives and operational strategies

Utilizes visual design concepts to create digital and print branding materials using Adobe InDesign, Adobe Photoshop, Canva, and WordPress

- Ensures business operates in accordance with all state and federal laws



MBA Candidate

Baylor University - Hankamer School of Business

Aug 2017 - Aug 2019 (2 years 1 month)

Managed and collaborated with teams on special projects, executed presentations and reports, and followed academic integrity and quality assurance regulations

Extensive coursework and research focused on finance, marketing, data analysis, reporting, and operations.



Public Affairs Specialist

State Farm ®

Oct 2013 - Jul 2017 (3 years 10 months)

Represented the company to external audiences while frequently crafting and editing messaging on behalf of executive leadership for outreach and presentation to public-facing engagements

Assisted in efforts to amplify the brand through collaboration efforts with marketing, government relations, and external media associates

Liaison between independent State Farm agencies and the corporate enterprise to help with the identification and planning of social impact programs aligned with the organization's philanthropic focus areas

Managed an annual budget for strategic allocation through grants to non- profit and municipal organizations I selected that promote community development, safety, and systemic improvement throughout Texas

Employed strong design, brand journalism, and storytelling skill set to create content for company websites, editorial, blogs, and other publications

Allocated over \$1 million in grant funding to community development and municipal organizations supporting communities across Texas market area

Implemented initiatives that increased the overall percentage of employees engaged in community service programs, annually

Increased the number of company Twitter followers by 60% in Q3 2015 and again by 135% in Q4 by applying a robust understanding of social media trends, data analytics tools, and communications strategies resulting in an exponential increase in brand impressions

Designed a new Public Affairs External Communications Onboarding Plan for new employees and implemented training and development plans that resulted in higher employee engagement and retention.



Underwriter

State Farm ®

Jun 2012 - Oct 2013 (1 year 5 months)

Maximized portfolio revenue by practicing competent underwriting judgement and employing risk management principles ensuring that policyholder applications were processed timely and effectively

Provided services helping to contribute to policyholder satisfaction and retention

Partnered with cross-functional stakeholders to develop a state-specific website to serve as a primary source of state- specific underwriting information for 3 resource centers resulting in consistent learning, efficient performance, and client experiences

Designed several job aids to support training and onboarding of new and existing team members resulting in improved performance and employee experience

Increased individual transactions per employee by 268 (and collective production by 14.7%) in 2013 by vetting daily production metrics in creation of a work segmentation system for underwriters

Education



Baylor University

MBA, Business Administration



Spelman College

Bachelor of Arts, History

Skills

Nonprofit Organizations • Corporate Social Media • Community Engagement • Project Management • Communication • Writing • Design • Program Development • Digital Marketing