

# Lyndsey NIELSEN

## 📍 CONTACT

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## ✂ SKILLSET

### Business & Marketing

- » Content marketing & strategy
- » Team management
- » Project management
- » Budget & revenue management
- » Public speaking & presentations
- » Digital marketing & advertising
- » Multi-platform content management
- » Social media management
- » Website management
- » Copywriting
- » Graphic design
- » Art direction
- » Webinar production & coaching
- » Video editing & animation

### Technical & Software

- » Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Premiere Pro)
- » Microsoft Office Suite (Word, Excel, PowerPoint, Teams, OneNote, SharePoint, OneDrive)
- » Various CMS and CRM software (Hubspot, Claritysoft, Newsgate)
- » Various project management software (Smartsheet, NetSuite)
- » Various website management software (Hubspot, Wordpress)

Be present.  
Be patient.  
Be positive.

## 👤 PROFESSIONAL STATEMENT

Creative and data-informed marketing professional with a journalism foundation and a proven track record in communications, digital design, and strategic content creation. Known for leading educational initiatives in the clean energy industry and managing cross-functional teams to develop compelling narratives and high-impact marketing campaigns.

## 👛 EXPERIENCE

### EcoEngineers

**EcoUniversity Director, Jan. 2024-Present | Marketing Manager, July 2019-Dec. 2023**

- » Develop highly technical content into easy-to-digest pieces in various digital and print formats.
- » Coordinate with regulatory and technical experts to deliver engaging client education.
- » Support sales and marketing by clarifying service offerings and informing outreach strategies.
- » Oversee content creation and marketing strategy to support company growth.
- » Produce branded materials, newsletters, videos, and social campaigns.
- » Contribute to market reports and technical documentation with consistent brand voice.

### Indiana State University

**Contract Graphic Designer, Feb. 2016-Feb 2017**

- » Organized, edited, and presented content from various writers into a singular voice
- » Designed the university's 150th anniversary magazine and related collateral.

### Enterprise Publishing

**Design Director, Oct. 2014-Dec. 2014**

- » Founded and led a centralized design studio for 12 weekly newspapers.
- » Standardized visual identity and developed templates, guides, and redesigns for publication.

### Gannett / Des Moines Register

**Design Lead, Jan. 2015-June 2019 | Graphic Designer, Nov. 2011-Dec. 2014**

- » Art directed and designed digital and print publications across eight regional markets.
- » Managed a team of 12, creating infographics, social media campaigns, and advertisements.
- » Ensured quality, consistency, and brand alignment in fast-paced newsroom environments.

### 17 South Design & Print / Great South Publications

**Graphic Designer, Oct. 2010-Oct. 2011**

- » Designed client materials including brochures, menus, and business cards.
- » Edited and led design for Southridge/Berwick Community Magazine.

### Savannah Morning News

**Graphic Designer & Copy Editor, June 2010-Oct. 2011**

- » Created editorial layouts and infographics for news, sports, and special sections.
- » Art directed award-winning cover designs and coordinated with newsroom staff.

## 🎓 EDUCATIONAL OPPORTUNITIES

### University of Missouri

**Bachelor of Journalism, 2010**

- » Minor in Spanish
- » Cum Laude

### Des Moines Area Community College

**Facebook & Digital Marketing Essentials, 2020**

- » 45 contact hours

### LinkedIn Learning

**Advanced Project Management, 2023**

- » 6 contact hours

**Project Management Foundations, 2023**

- » 3 contact hours