

Lyndsey Nielsen

COMMUNICATIONS & MARKETING LEADER

Communications and content leader with 15+ years of experience spanning journalism, environmental consulting, technical education, marketing, and multimedia storytelling. Skilled at translating complex scientific, regulatory, and technical information into clear, accurate communications for diverse audiences. Experienced in developing communications strategies, partnering with subject-matter experts and leadership, managing creative teams, and producing educational content across digital, print, presentation, and event channels. Collaborative leader committed to clear communication, strong stakeholder relationships, and public understanding of complex issues.

CORE COMMUNICATIONS PROFICIENCIES

Strategic Communications | Technical & Scientific Writing | Editing & AP Style | Public Education | Stakeholder Engagement | Editorial Strategy & Governance | Website & Social Media Management | Presentations & Educational Materials | Multimedia Storytelling | Graphic Design & Visual Communications | Project & Vendor Management | Communications Analytics

EXPERIENCE

EcoEngineers, Des Moines, Iowa – *EcoUniversity (Content) Director*

JANUARY 2023 - PRESENT

- Lead educational programming that translates complex scientific, regulatory, and policy topics into clear, accessible learning experiences for professional, government, industry, and client audiences.
- Develop workshops, presentations, reports, and educational resources in collaboration with technical subject-matter experts, ensuring content is accurate, relevant, and understandable.
- Establish content standards, templates, editorial processes, and quality controls to strengthen consistency and clarity across educational programs.
- Coach subject-matter experts on writing, presentations, and data storytelling to improve their ability to communicate complex information effectively.
- Produced more than 100 webinars during my tenure, expanding technical education and stakeholder engagement while generating thousands of leads and millions of dollars in revenue.
- Manage external instructors, contributors, vendors, and cross-functional partners to deliver educational programs on schedule and within established standards.

Marketing Manager

JULY 2019 - DECEMBER 2022

- Developed and executed integrated communications campaigns across websites, email, social media, events, and other digital channels.
- Partnered with executives and technical subject-matter experts to develop presentations, publications, client stories, and other communications explaining complex environmental and regulatory topics.
- Managed brand messaging and editorial consistency across external communications and marketing channels.
- Led a small marketing team and coordinated projects across technical, sales, and leadership teams.
- Managed communications projects, vendors, budgets, and competing priorities across multiple business areas.
- Planned and promoted industry events, conferences, webinars, and educational initiatives, coordinating content and communications to reach target audiences..

Gannett/Des Moines Register, Des Moines, Iowa – *Team Lead, Multimedia & Editorial Design*

JANUARY 2015 - JUNE 2019

- Led multimedia storytelling and editorial design across eight regional publications within USA TODAY network.
- Managed and developed a 12-member creative team producing digital features, video, graphics, and editorial projects for public audiences.
- Set editorial and creative direction while coordinating priorities, resources, and deadlines across multiple publications and geographically distributed teams.
- Led projects from concept through production, balancing editorial quality, visuals, and competing deadlines.
- Improved editorial workflows to support consistent, efficient multimedia production.

Designer

NOVEMBER 2011 - DECEMBER 2014

- Produced multimedia storytelling projects, including video, graphics, interactive content, and digital features for regional publications across the USA TODAY network.

Savannah Morning News, Savannah, Georgia – *Graphic Designer & Copy Editor*

JUNE 2010 - OCTOBER 2011

- Created infographics and visual storytelling for news, sports, and special sections, including award-winning cover design.

ADDITIONAL EXPERIENCE

Indiana State University, Remote – *Contract Graphic Designer*

FEBRUARY 2016 - FEBRUARY 2017

- Developed communications materials for university initiatives, including the 150th anniversary commemorative book.

Enterprise Publishing, Blair, Nebraska – *Design Director*

OCTOBER 2014 - DECEMBER 2014

- Founded and managed a centralized studio supporting 12 publications, standardizing brand and production workflows.

COMMUNITY LEADERSHIP & SERVICE

Peer Support Fellowship, Central Iowa – *District Representative, Alt-District Representative (elected)*

- Facilitate communication between local groups and regional leadership, sharing information, resources, and organizational initiatives.
- Support collaboration among independent, volunteer-led groups through service coordination and relationship building.

Meals from the Heartland, West Des Moines, Iowa – *Volunteer*

- Participate in meal-prepping events that result in thousands of meals delivered to families in Central Iowa and beyond.

EDUCATION

University of Missouri, Columbia, Missouri –
Bachelor of Journalism, Minor in Spanish, Cum Laude

Des Moines Area Community College – *Facebook & Digital Marketing Certificate, 2020*

LinkedIn Learning – *Advanced Project Management Certificate, 2023*