

Lyndsey NIELSEN

📍 CONTACT

- » Des Moines, Iowa
- » lyndseynielsen@gmail.com
- » lyndseynielsen.com
- » linkedin.com/in/lyndsey-nielsen

✂ SKILLSET

- » Marketing strategy
- » Integrated campaigns (web, email, webinars, events, thought leadership)
- » Brand messaging & lead generation
- » Technical & regulatory content translation
- » Energy & sustainability storytelling
- » Webinar & virtual event production
- » Presentation design & multimedia
- » Editorial workflow & SEO optimization
- » Cross-functional collaboration & project management
- » Tools: WordPress, HubSpot, Vimeo, Google Analytics, Adobe Creative Suite, Articulate Storyline, Microsoft Office, Various AI tools

🎓 EDUCATION

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

- » 10 contact hours

👤 PROFESSIONAL STATEMENT

Corporate storytelling and digital content leader with 10+ years of experience translating complex technical and scientific concepts into clear, compelling narratives across global digital channels. Skilled in leading cross-functional teams, developing multi-channel content strategies, and producing multimedia campaigns that strengthen brand awareness and stakeholder engagement. Passionate about using storytelling to connect purpose, science, and innovation in ways that inspire and inform.

📁 EXPERIENCE

EcoEngineers

EcoUniversity Content Director, January 2024–Present

Marketing Manager, July 2019–December 2023

- » Lead digital marketing, content strategy, and education programs supporting energy, environmental, and sustainability markets across websites, social media accounts, email, webinars, events, and learning platforms.
- » Translate complex energy policy, environmental regulation, and technical subject matter into clear, client-focused digital content, stakeholders, and market-facing communications.
- » Develop and manage integrated content calendars, ensuring alignment across digital marketing campaigns, thought leadership, and business development initiatives.
- » Produce and oversee digital and multimedia content including webinars, videos, reports, presentations, and educational assets supporting energy and environmental consulting.
- » Produce 20+ webinars annually, leading end-to-end execution including content strategy, subject matter expert (SME) coordination, speaker preparation, presentation development, live delivery, promotion, and post-event content repurposing to support client engagement, lead generation, and revenue-generating programs.
- » Serve as project manager for LCA Academy 2024 and 2025, overseeing digital campaign strategy, content development, media coordination, and event promotion.
- » Partner with cross-functional teams including marketing, business development, technical SMEs, and leadership to align content with organizational goals and market positioning.
- » Establish and maintain content standards, templates, and workflows to ensure consistency, quality control, and brand alignment across client-facing materials.
- » Track and analyze content performance metrics (engagement, reach, conversion) to inform optimization and continuous improvement.

Indiana State University

Contract Graphic Designer, February 2016–February 2017

- » Curated, designed, and delivered creative assets for major institutional initiatives, including the university's 150th anniversary celebration.

Enterprise Publishing

Design Director, October 2014–December 2014

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

Gannett / Des Moines Register

Design Lead, January 2015–June 2019 | Designer, November 2011–December 2014

- » Led digital storytelling and multimedia content production across eight regional markets to increase audience engagement and brand reach.
- » Managed a 12-member creative team producing editorial features, videos, and infographics on complex local and regional issues.
- » Collaborated with newsroom leadership and marketing teams to align content strategy with organizational goals and audience insights.