

Work Experience

Elite Market Savvy Marketing Firm

Owner

July 2015-Present

- Client strategist for Marketing development and growth
- Client strategist for Digital Marketing, Influencer Marketing, Experiential Marketing, Content Creation
- Marketing Coach to assist with the development and execution of a Marketing plan.
- Consultant for marketing, public relations, social media management and reputation management.
- Trainer for marketing, public relations, social media management and reputation management
- elitemarketsavvy.com
- <http://lindseydempsey.carbonmade.com>

Yelp.com – Marketing

Phoenix, AZ

Senior Community Director/Marketing Director

June, 2010-July 2015

- In charge of Marketing, PR, Event Planning, Social Media and Business owner education for the Phoenix metro
- Promotes Yelp both on and offline.
- Works closely with businesses to come up with ways for them to effectively raise awareness about their business to the tastemakers and influencers.
- Educates businesses on yelp.com by hosting business owner education seminars and meetings.
- Educates business owners on online reputation management.
- Event planner and host of monthly events for the community of active and vocal influencers, with attendance ranging from 100 to 2,000 in attendance.
- Identifies and executes marketing partnerships with events and organizations.
- Writes the weekly email newsletter (yelp.com/weekly) which is distributed to 500,000 local subscribers.
- Manages the social media accounts for Yelp Phoenix, including the Twitter handle with 11,400 followers.
- Acts as the local “face” of Yelp and Yelp representative for media appearances and interviews.
- Executes guerrilla "street" marketing campaigns to spread the word about Yelp.
- Part of the Marketing team during the transition of Yelp becoming a publicly traded company

Grand Canyon University – Marketing

Phoenix, AZ

Associate Director, PR, Communications & Community Relations

September, 2009-June, 2010

- Manages Public Relations accounts.
- Teaches and mentors college students on public relations and community relations.
- Plans and implements public relations strategies, policies, and procedures.
- Manages media relations to increase presence of the University locally and nationally.
- Oversees and directs the Internal Communications team of the Communication’s Manager and Specialists.
- Responsible for directing and approving all staff, student, alumni and faculty communication.
- Fosters and maintains strategic relationships with key influencers by identifying and developing relationships and organizing events with community, non-profit, and political

- organizations.
- Identifies and develops appropriate sponsorship opportunities, special events, projects and programs that will increase brand awareness, trust and loyalty pertaining to community impact.

University of Phoenix/Apollo Group Inc. – Public Affairs

Phoenix, AZ

Manager- Community Relations

January 2008- October 2009

- Built, executed and maintained partnerships with non-profits nationwide under the company's Corporate Social Responsibility model and business mission.
- Created and implemented engagement strategies for employees, students, faculty and alumni nationwide, by expanding and nourishing relationships with non-profit partners in areas not limited to: business/organization relationship development and growth, volunteerism, financial support, in-kind giving, event sponsorships, company awareness, community initiatives and public relations.
- Created innovative community campaigns for non-profit partners to include the creation of the plan, website, electronic and printed marketing materials, company-wide communications, securing company support, social networking communication, planned events and event promotion.
- Managed the department interns and coordinator positions.
- Created and maintained the Community Relations website <http://communityrelations.phoenix.edu>.

University of Phoenix/Apollo Group Inc.-Public Affairs

Phoenix, AZ

Project Manager—Community Relations

January 2007-January 2008

- Project Managed and implemented the corporate community sponsorships and partnerships and initiatives for the company including the project plan, timeline, electronic and printed marketing materials, communications, execution, overall project and funding management.
- Managed the partnership with the Super Bowl Host Committee.

University of Phoenix-Corporate Marketing

Phoenix, AZ

Project/Account Manager

January 2006-January 2007

- Account Manager for all direct and lead generation internet marketing components for University of Phoenix Online, Axia College, Alumni, Scholarships and Public Affairs.
- Prepared and managed print marketing, internet marketing, website creation and audio marketing from the start to the finish of each project.
- Managed the company's first e-commerce marketing partnership with theU.com.

Education

University of Phoenix – Masters

Phoenix, AZ

- Master of Business Administration/Marketing
July, 2008

University of Arizona- Bachelors

Tucson, AZ

- BA History
May, 2005

Achievements and Awards

University of Phoenix Top Performer

Phoenix, AZ

Heart Association – Go Red for Women Luncheon – ELT and Wear Red Day Chair

Phoenix, AZ

Junior League - Member

Phoenix, AZ