



LINDSAY KAYMEN

CREATIVE CONTENT | DIGITAL STRATEGY | ART DIRECTION

WHAT'S UP?

Hi, I'm Lindsay! I'm a creative content strategist, a lover of good humor, great people, and innovative storytelling. I believe in digital campaigns created for people, on behalf of art, & with search engines in mind.

As a forward-thinking strategist with expertise in content marketing, interactive design, UX, social media, brand identity, and content creation, I also have a soft spot for data analytics, graphic design, and a background in SEO and Journalism.

Appearances

International Association of Business Communicators, Speaker, "The Future of Content"

Education

University of Wisconsin-Madison, BA
School of Journalism & Mass Communication

Awards

Best Interactive Campaign, Rayovac
Best Integrated Campaign, HUMMER
Dean's List, '07 - '11
Director's Award, 2010

LINDSAYKAYMEN.COM

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[@lindsaykaymen](https://twitter.com/lindsaykaymen)

[pinterest.com/goneuphoric/](https://www.pinterest.com/goneuphoric/)

[instagram.com/goneuphoric/](https://www.instagram.com/goneuphoric/)

EXPERIENCE

- 2016 - Present Director of Content
Scenic Road
Client Services • Content Marketing • SEO • Creative Strategy • CRO
- 2015 - 2016 Creative Strategist, Senior Account Manager
SoMe Connect
Art direction • Creative Strategy • Social Media • Branding
+55k Facebook Page Likes
- 2014 - 2015 Content Strategist, Senior Account Manager
The Ocean Agency
Client Services • Content Marketing • SEO • Creative Strategy • CRO
- 2013 - 2016 Social Media Strategist, Art & Apparel Consultant
Theyda Art and Apparel
Branding • Social Contests • Information Architecture • Accounting
+21k Facebook Likes, +7 years financial data analyzed, +\$21k budget freed for fun and reallocation
- 2012- 2013 Inbound Marketing, SEO Analyst
TMP Worldwide
SEO • Data Analytics • Reporting • Content Marketing • Social Media

SKILLS

Tools



Industry

Content Strategy
Social Media Strategy
Brand Strategy
Integrated Campaigns
Paid Media

Art Direction
Creative Strategy
SEO & Content Marketing
CRO / UX / UI
RFPs, Pitches, Presentations

Certifications

Google Analytics
Google AdWords
HTML + CSS CodeAcademy

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