

# LINDSAY OTT

CREATOR. WRITER. DOER.

## WHO I AM

I'm a Denver-based communicator, writer designer & manager. I love working on projects with purpose and turning meaningful ideas into impactful campaigns. I'm an extremely motivated team-player with a keen eye for detail and drive to make each and every project the very best it can be.

**Email:** [lindsaytott@gmail.com](mailto:lindsaytott@gmail.com)

**Website:** [www.lindsayott.com](http://www.lindsayott.com)

## WHAT I DO

- Marketing & Branding Strategy
- Copywriting & Editing
- Email Marketing
- Team & Project Management
- Website Management & Design
- Logos, Graphics & Visual Brand Assets
- Event Coordination & Promotion
- Social Media Management & Content
- Brochures/Flyers/Marketing Materials
- Photo/Video Editing
- Swag Production
- & Tons More!

## HOW I DO IT

**Software:** Illustrator, Photoshop, InDesign, Premiere, Acrobat, Office Suite

**Other Tools:** Trello, Asana, Slack, Microsoft Teams, iContact, Constant Contact, Mail Chimp, AirTable, Google Suite, EngageHQ, Phone2Action, Wordpress, Squarespace, Weebly, YouTube, Vimeo, Adobe Express, Canva, Facebook Business Manager, Google Analytics, Hubspot, Social Pilot, Hootsuite & more

## WHAT I'VE LEARNED

### Arizona State University

*Master of Mass Communication*

*Bachelor of Arts, Journalism*

- Graduated summa cum laude
- Thesis: "Information Overload: Navigating Truth in a Networked World"

## WHAT I'VE DONE

### South Suburban Parks and Recreation

#### Digital Communications Supervisor (February 2023-Present)

- Managed digital team (social/multimedia and web) to provide high-quality, cross-platform promotion for events and campaigns
- Led email marketing strategy for entire organization to connect with residents, promote key messages and increase revenue
- Created and distributed press releases, notices and website updates aligned with departmental and organizational goals
- Implemented and managed online community engagement platform for planning and development projects
- Collaborated with staff and regional partners to develop creative campaigns and solutions to achieve goals large and small
- Assisted with messaging and responses for elections, announcements, media requests and other high-profile communications

#### Communications Specialist (March 2021- February 2023)

- Wrote, reviewed and distributed content for internal and external audiences including press releases, website content, blogs, employee newsletters, quarterly catalogs and more
- Managed email marketing campaigns including monthly newsletters and promotional content for events, programs and sales; Led email strategy and reported in-depth analytics
- Coordinated, promoted and provided on-site assistance for events; Fostered community engagement in person and online

### Champion PR+Consulting

#### Communications/Design Director (July 2017- March 2021)

- Coordinated and created communications for clients including email campaigns, newsletters, press releases, ads, website content and social media content
- Designed print and digital assets for clients including logos, marketing materials, reports, ad campaigns, websites and swag
- Strategized, promoted and provided on-site management for events, fundraisers, press conferences, program launches and political campaigns
- Designed and managed websites including copy, blogs, SEO, multimedia assets and analytics reports
- Managed a team of junior associates including project schedules, task delegation, editing, and facilitating communication between team and clients

#### Social Media/Graphic Design Specialist (August 2016- July 2017)

- Social media content creation and account management, website content creation, print and digital design, email marketing, press releases and reports