

LINDSAY CUNNINGHAM

MARKETING | BRANDING | CULTURE CULTIVATOR

CONTACT

- 248.515.4439
- cunningham.linds@gmail.com
- www.lindsaycunningham.com
- charlotte, nc

PROFILE

Dedicated, innovative, self-motivated and loyal team player looking to continue a successful career building relationships and growing businesses. I have a "YES And" personality and can creatively solve ANY problem that comes my way.

SKILLS

- Client Relationships
- Marketing Strategy
- Creative Design
- Leadership

EDUCATION

Michigan State University

BS Marketing + Advertising
Cum Laude

FUN FACT #12:

I've flown around the globe in one trip!



STRENGTHS + TECH

I have a proven ability to conceive innovative strategic solutions and execute successfully.

Proficient in all MS Office Suite, Adobe Illustrator, Canva, Salesforce, Active Campaign, Total Expert, Paid Social Media (Instagram & Facebook), Nielsen DMA, Scarborough Research

WORK EXPERIENCE

CREATIVE MARKETING + STRATEGIC PARTNERSHIP MANAGER

Movement Mortgage 2021 - Current

STRATEGIC BRANDING + MARKETING PROCESSES

- Developed original multi-platform marketing strategy roadmap with 30, 60, and 90-day goals focusing on building infrastructure for individuals and team
- Proactively and successfully identified new sales opportunities by creating campaigns and events specifically designed to generate leads, grow market share, and connect with potential business partners
- Implemented growth strategies by applying research insights, data, and analytics to marketing activations including content partnerships, digital marketing, and social media
- Leveraged community relationships to maximize team exposure and awareness
- Lead one on one marketing consultations, and monthly marketing strategy sessions and hosted monthly lunch & learn webinars focused on marketing ideas and building business
- Layed the marketing foundation for 8+ lenders in a new market region creating custom logos, branding and marketing strategies for each

CRM + SOCIAL MEDIA COMMUNICATION CREATION AND DEVELOPMENT

- Custom-designed and implemented day-to-day use of CRM and marketing automation platforms for lead generation and retention efforts (Salesforce, Total Expert, Active Campaign)
- Lead high-level campaigns focused on brand positioning and identity, PR, lead generation, marketing, sales support, and product marketing

MARKETING DIRECTOR / HR MANAGER

Scripts Rx Pharmacy / Quire Pharmacy 2016 - 2021

STRATEGIC BRANDING, MARKETING + SOCIAL MEDIA

- Built unique brand image, logo, messaging, and strategy for independent pharma-tech businesses in three major metro markets
- Designed and developed a pharmacy website, integrating brand image and strategy to support technology (portal), retail and mail-order business segments (www.scriptsrxpharmacy.com)
- Created and implemented social media strategies and campaigns on Facebook and Instagram to connect with patients and healthcare providers

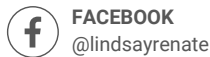
EMPLOYEE RELATIONS + HIRING

- Lead a culture-redefining initiative, significantly improving employee engagement and retention
- Managed day-to-day HR responsibilities including hiring, scheduling, payroll, benefits administration, performance management, and training
- Managed recruiting, interviewing, and onboarding of 59+ employees over an 8 month period to meet growth expectations

LINDSAY CUNNINGHAM

MARKETING | BRANDING | CULTURE CULTIVATOR

CONNECT



FUN FACT #22:

I was a collegiate ski-racer and was once ranked 9th in the state of Michigan. (Yes, I'm still proud of that #9!)



REFERENCES

Joe Reeves
Strategic Partnership Director

704.516.3909

joseph.m.reeves@gmail.com

Lora Mashione
Universal McCann VP

248.765.9349

lora.mashione@umww.com

Amy Binder
WDIV-TV Research Director

248.259.2644

amyb@wdiv.com

FUN FACT #37:

We have a golden doodle named Wrigley Julius Peppers



WORK EXPERIENCE CONT'D

FOUNDER / E-RYT

The Yoga Bar, LLC

2013 - 2016

NEW BUSINESS DEVELOPMENT, GROWTH + CLIENT MANAGEMENT

- Successfully created a one-of-a-kind "pop-up" yoga business challenging traditional "trial" barriers to entry and operational obstacles studio business model
- Fostered relationships with over 75+ local businesses to host one-time or regularly scheduled yoga events aimed at increasing foot traffic to business partners
- Managed a team of 15+ independent yoga instructors
- Launched "Passport" program to strengthen customer loyalty and engagement with the brand, growing revenue 61% year-over-year
- Lead the profitable exit of the business in 2016 to private buyers

STRATEGIC BRANDING, MARKETING + SOCIAL MEDIA

- Built branding, logo, messaging, and web presence for newly developed business
- Created and implemented social media campaigns on Facebook and Instagram to build a customer base and market business partners
- Developed marketing pieces to support B2B services (apartments, hotels, corporate)
- Forged strategic alliances with major local and national corporations
- Planned and hosted original yoga + fitness events ranging from 1 client to 250+
- Designed and prepared new-business pitches and marketing materials - fully customized to client and venue needs
- Formed partnership to launch first large-scale yoga event with Charlotte Knights, procuring paid sponsorships and garnering large media coverage
- Managed all event aspects including logistics, registration, activities, on-site support, A/V, marketing and social media
- Wrote and distributed press releases and contacted local and national media outlets
- Conducted post-event evaluations and follow-up with a 80% customer-return rate

MARKET SPECIALIST | MEDIA BUYER

2010 - 2013

Universal McCann (UM Worldwide) Detroit, MI
Initiative Media, Chicago, IL

MARKET SEGMENTATION STRATEGY, ANALYTICS + CLIENT MANAGEMENT

- Implemented brand strategies on TV + radio stations in 8 assigned DMAs
- Optimized negotiated rates, frequency, and positioning of client advertisement
- Researched quantitative and qualitative market trends to anticipate future consumer behavior DMAs using Nielsen and Arbitron
 - Client List: Miller Coors, Chrysler, Jeep, Dodge, RAM, Hardees, Boeing, Trane, Kia & Hyundai
- Developed and prepared buying efficiency reports and conducted post-buy analysis
- Leveraged strong professional relationships to obtain additional value-added remotes, no-charge spots, sponsorships, and billboards for clients