

LINDSAY STEIN

CONTACT



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HTTP://LINDSAYSTEIN.SQUARESPACE.COM

EDUCATION

John Carroll Boler School of Business ||
Bachelor of Science and Business
Administration || Marketing &
Entrepreneurship || Cleveland

Thammasat Business School || Semester
Abroad || Marketing & Entrepreneurship ||
Bangkok

AWARDS

- Dean's List Recipient, 2014 – 2018
- Beginner Chinese Award, 2015

SKILLS

Social Media

Facebook | Twitter | Instagram | Pinterest |
Google+

Data Analytics

SPSS | ECM Software | Salesforce | Facebook
Insights | Google Analytics | HubSpot |
Microsoft Office | Hootsuite

Design

Squarespace | Canva | Photoshop

LEADERSHIP

- Chi Omega Fraternity: Recruitment
Committee, September 2015 – present
- American Marketing Association: Active
Member, September 2015 – present
- Guatemala and El Salvador Immersion
Experience: JCU Participant, May 2015

PROFESSIONAL EXPERIENCE

MARKETING INTERN – GLOBAL PROGRAMS, CUSTOMER PROGRAMS, STRATEGIC EVENTS

Hyland Software || Cleveland || May 2017 – present

- Maintained knowledge of marketplace trends and helped build content strategy for Hyland's flagship products, Onbase and ShareBase
- Analyzed 10+ cross vertical email nurture and webinar campaigns using Einstein Analytics and interpreted results to steer future strategies
- Designed and managed cohesive pre-event and post-event sales enablement email campaigns reaching 2,000+ conference attendees
- Implemented an industry specific, budget planning newsletter on calculating a higher ROI, staffing, and the value of the OnBase platform
- Audited communication on 20+ EMEA partners and realigned messaging efforts by activating an online community with 70 users
- Supported and maintained seven user group online communities
- 1 of 30 interns selected to help HR recruit JCU students for internships

CHAPTER PRESIDENT

Big Brothers Big Sisters || Cleveland || January 2017 – Present

- Strategically pair approved children with university volunteers in one-to-one mentoring relationships based on common interests and preferences
- Recruit 50 JCU students to serve as volunteers by hosting recruitment events

MARKETING INTERN

Dwellworks, LLC || Cleveland || September 2016 – January 2017

- Selected to lead cultural guide redesign project and researched 30+ international locations
- Spearheaded market research and crafted written content paired with strategic visual design

MARKETING STRATEGIST

Delicious Israel || Tel Aviv || May 2016 – August 2016

- Created weekly blogposts promoting the diverse cuisines and restaurant opportunities in Tel Aviv, increasing overall traffic by 140%
- Composed six email newsletters that reached 2000+ leads
- Launched and controlled content on three social media platforms that engaged with industry influences and expanded social media outreach by 200%

MARKETING INTERN

John Carroll University || Cleveland || September 2015 – May 2016

- Designed Facebook advertisements promoting admission process that reached 200,000+ people
- Composed outreach messages regarding scholarships and tuition for prospective international students
- Crafted international agent newsletters and distributed to 50+ admissions counselors in Europe, India, and Asia