

Kimberly A. Lindquist

Driven Online Marketer and Writer

Marketer with proven project management skills and the ability to balance multiple deadlines in parallel. Excellent writing and communication skills with a thirst for “what’s next” in all things marketing.

SKILLS

•Online Prospecting, Community Building & New Business Development •In Depth Digital Marketing Knowledge •Project Management •Copywriting for: Web, Email, Blogs, and Social •Content Management Systems •Basic HTML •Microsoft Office: including Project & PowerPoint •Excellent Communication Skills

EXPERIENCE

ListEngage eMarketing—Project Manager

Framingham, MA
Nov 2010—Present

- Certified Project Manager for industry leading email service provider, ExactTarget.
- Lead teams that facilitate highly technical internet marketing software implementation projects for incoming clients including: CRM integrations, automations, account configuration and data structure.
- Successfully delivered 40+ multi-tiered projects for leading B2B, B2C, and online retail companies in 2011.
- Worked with project-based clients to create new business and upsell opportunities throughout projects.

ListEngage eMarketing—Sr. Acct Manager/Social Media Marketing Manager

Framingham, MA
May 2009—Present

- Create and manage emarketing materials including: website, email copy, newsletters blogging, community building and writing/executing social media campaigns for ListEngage and clients.
- Manage all social outlets for feedback, interactions, potential new leads and marketing thought leadership.
- Spearheaded ListEngage’s entry into social media forums in 2009, including: creating and social media accounts, locating prospects, building followings and creating fresh daily content.

Boston Budget Travel Writer—Examiner.com

Boston, MA
Mar 2009—Present

- Write, edit, and publish content pertaining to fun and inexpensive activities in the Boston area.
- Recorded 6,000+ site hits in 3 days through use of viral marketing campaign during Tall Ships Boston event.

MIT Sloan Fellows Program—Program Assistant/Event Assistant

Cambridge, MA
Jan—Dec 2008

- Coordinated, prepared for, and assisted in running a professional conference for 500+ MIT Sloan alumni.
- Wrote and edited event materials including alumni emails, direct mail marketing, and conference website.
- Managed content calendar and execution of email marketing schedule for all alumni email campaigns.
- Coordinated with MIT Program Office, vendors, and event planners to ensure seamless event execution.

Boston Red Sox—Fenway Park Tour Guide

Boston, MA
Mar 2005—Jul 2008

- Led guided tours of Fenway Park to 100+ visitors/hour, and hosted game-day VIPs on private tours.
- Honed the “think on your toes” mentality necessary to succeed in high speed environments.

Improv Asylum—Marketing Intern

Boston, MA
Jan—May 2007

- Created clever, eye-catching promotional emails to Improv Asylum customers using Constant Contact.
- Promoted performances through newspapers, local events websites, and on-site direct marketing at events.

EDUCATION

Boston College

Bachelor of Arts, English; Bachelor of Arts, Communication

Chestnut Hill, MA
May 2007

Emerson College

Candidate for Master’s Degree, Integrated Marketing Communication

Boston, MA
2014

ACHIEVEMENTS & INTERESTS

Coach, Special Olympics of Massachusetts; Certified Project Manager, ExactTarget; Guest Blog Posts Featured on HubSpot Blog. Interested in: writing, content marketing, web trends, Spanish language, the outdoors, and travel.