

Kimberly A. Lindquist

EXPERIENCE:

Alleyoop —Digital Marketing Manager

Boston, MA
June 2012—Present

- Responsible for content creation and execution on social channels, email, website and blog.
- Lead social media marketing campaigns and analysis including Twitter, Facebook, Pinterest, Instagram.
- Charged with developing lead gen and acquisition based content marketing strategy for 2013.

ListEngage eMarketing—Project Manager

Framingham, MA
November 2010—June 2012

- Organized and lead teams that facilitate highly technical internet marketing software implementations.
- Responsible for maintaining project timelines, managing client escalations, and understanding the technical minutiae of integrating email marketing and other marketing analytics platforms.

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

Framingham, MA
May 2009—June 2012

- Created and managed company-wide emarketing materials including: website, email copy, blogging, community building and writing/executing social media campaigns for ListEngage and clients.
- Spearheaded ListEngage's entry into social media forums in 2009, including: creating and managing a Twitter account, Facebook page, LinkedIn profile, company blog and writing fresh daily content.
- Created concise and effective processes for prospect acquisition and community building via email marketing, content marketing and social media.

Boston Budget Travel Writer—Examiner.com

Boston, MA
March 2009—April 2012

- Wrote, edited and published 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
January—December 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.

Boston Red Sox—Fenway Park Tour Guide

Boston, MA
March 2005—July 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.

EDUCATION:

Emerson College

Master's Degree, Integrated Marketing Communication

Boston, MA
Anticipated Graduation 2014

Boston College

Bachelor of Arts, English & Communication

Chestnut Hill, MA
May 2007

SPECIAL SKILLS:

- Content Management Systems, including WordPress •HTML/Basic web design •Copywriting for web
- Google Analytics •Email Marketing Technologies & Best Practices •Excellent interpersonal skills

INTERESTS:

Content and Digital Marketing Trends; Writing; Spanish language; the Outdoors, and Travel.