

Lindsay Ann Pedersen

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[LinkedIn](#) | [Website](#)

Results-driven marketing, operations, and social media expert, with a proven track record of spearheading innovation, solving problems, and surging engagement. Leads and collaborates with cross-functional teams to drive progress while balancing a high volume of competing demands and deadlines. Advanced proficiency in social media / digital marketing management and strategy, communications, and creative project management.

Core Competencies & Technical Skill Set:

- Social Media Management & Strategy
- Photography & Video Content Production
- Supervision & Training
- Administrative & Fiscal Operations
- Customer Service & Relationship Management
- Analytics, Conversion tracking and UTM Management
- Digital Marketing & Communications
- Creative Project Management
- Operations Management
- Campaign Management
- Community Outreach & Engagement
- Audience segmentation

MS Office | Google Suite | Adobe Creative Cloud Suite | Canva | Google Analytics | META Analytics | CRM Platforms | Email Marketing Tools | AEO, SEO & SEM | Website CMS | WordPress | Wix | Asana | Data Analysis, Extraction & Reporting | Video Production | Photography | Photo and Video Editing | Issuu

Experience:

Everyman Theatre – MD

Multimedia Marketing Manager

2023 – Present

- Drives marketing, communications, and social media strategy for preeminent equity theater in the Baltimore/DC area, surging ticket sales and visibility through innovative outreach and engagement initiatives
- Produced and managed 3,000+ pieces of digital content, including social campaigns, video, reels, photography, graphics, and promotional assets to date, generating over 5.45M organic social impressions across Facebook, Instagram, Threads, LinkedIn, and YouTube
- Developed & launched platform-specific audience engagement strategies and campaigns, increasing Facebook content views by 6,979% & Instagram shares by 3,014%
- Crafted social campaigns generating more than 130,000 audience interactions and individual posts exceeding 142K impressions organically, and grew Everyman Theatre's digital audience to more than 26,000 combined followers across social platforms
- Well versed in cross-platform content creation, digital image manipulation, website management, graphic design, SEO & SEM optimization, newsletters & eblasts, podcasts, and video editing
- Unique ability to effectively communicate, collaborate, and influence across departmental and organizational levels, and is comfortable in both remote & in-house environments
- Intrinsically motivated to produce high-quality work, needing little oversight, and easily learns new technology, platforms, and responsibilities

- Rapidly resolves complex public-facing and operational challenges through proactive decision making and consensus building

Lindsay Pedersen Creative LLC – MD Owner / Consultant / Strategist

2000 – Present

- Develops, manages, and creates engaging social media content, digital strategy, and serves as contract creative project manager for multiple businesses and individuals including United States Twirling Association (serving as Director of Digital Marketing), International Baton Twirling Federation (serving as Education Platform & Data Manager), and Congressional Cup (serving as Marketing Director), providing cutting edge social media strategy for clients nationwide with a deep knowledge of market research and targeting niche demographics to drive engagements and expand organizational reach
- Managed and produced thousands of social media content, to date, across META platforms, generating 4.49 million views and more than 535,000 interactions
- Grew United States Twirling Association social media audience to more than 32,000 combined followers across Facebook, Instagram, YouTube, LinkedIn, and TikTok platforms, and generated more than 4.49 million Facebook post views and 80,000+ reactions through strategic event coverage, athlete storytelling, and championship content campaigns
- Developed and launched high-performing social campaigns that achieved individual post reach exceeding 477,000 views, and reel reach surpassing 622,000 users organically, and built an international audience spanning the United States, United Kingdom, France, Canada, Japan, and additional global markets
- Event & travel operations SME, having planned, organized, and facilitated multiple internationally recognized youth sporting events, including team travel & itinerary management, transportation coordination, lodging, contestant scheduling, vendor coordination, and day-of event management
- Adept in the supervision, instructional design, and training of staff and volunteers including task assignment, work-flow analysis, QA, and scheduling

Education & Certifications:

Towson University

Master of Science in Instructional Design and Technology

West Virginia University

Bachelor of Arts in History (Concentration in Human Rights and Genocide)

Former Peace Corps Volunteer

Digital Marketing Certificate - American Marketing Association

Certification in Holocaust Education - WV Holocaust Education Commission

Teaching Certificate - Social Studies (6-12) – State of MD (Expired)