

Lindsay Ann Pedersen

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Professional Summary:

Senior social media and digital marketing professional with 25+ years of experience building engaged audiences and driving brand growth across sports, entertainment, and nonprofit organizations. Proven expert in social media strategy, content creation, video production, and community engagement, with national and international experience supporting athletic organizations, live events, and performing arts brands. Known for blending storytelling with data-driven strategy to increase reach, participation, and revenue.

Summary of Qualifications & Technical Skill Set:

- Social Media Management, Strategy & Analytics
- Audience Growth and Engagement
- Paid Social and Ad Optimization
- Photography and Video Content Capture
- Copywriting and Storytelling
- Educational Programming
- Digital Marketing & Communications
- Campaign Planning and Execution
- SEO and SEM Fundamentals
- Short Form Videos and Reels
- Live Event Content Capture
- CRM Development and Management

MS Office / Google Suite / Adobe Premiere / Lightroom / Photoshop / Elements / Canva / Data Analysis & Extraction / Industry Specific Data Management Platforms / Virtual Meeting Platforms / Podcast Production / Social Platforms / SEO & SEM / Editing & Proofreading / Website Content Management / Video Editing / Image Manipulation / Digital Photography/ CRM Management / Educational Learning Platforms Management / ASANA / Various Email Marketing Platforms

Experience:

Everyman Theatre

2023 –

Present

Multimedia Manager | Live Entertainment Organization

- Directed social media and digital marketing strategy for productions and institutional needs, driving ticket sales and audience growth
- Produced high-impact video, photography, and behind-the-scenes content to build community and repeat attendance
- Managed website content, email marketing, and paid digital campaigns supporting seasonal programming
- Partnered with artistic and production teams to translate live experiences into compelling digital storytelling

USTA – Remote

2020 – Present

Digital Media Manager | National Sports Organization

- Led national social media strategy supporting athlete engagement, event promotion, and membership growth
- Created and managed video, photo, and written content across multiple platforms, increasing visibility for athletes and competitions
- Developed campaigns promoting national and international events, including world championship-level competitions
- Collaborated with leadership, coaches, and athletes to ensure consistent brand voice and messaging
- Managed digital platforms, email campaigns, and analytics to track engagement and performance

Additional Experience

International Baton Twirling Federation
Congressional Cup, Inc. – MD
Northeast Maglev – MD
LP Visual Productions - MD

Education Platform and Data Manager
Assistant Director and Producer
Social Media Coor. & Community Outreach
Graphic Artist / Photographer

2022 – Present
1990 – Present
2021 – 2023
2000 – Present

- Increasing degree of creative, interpersonal, and collaborative expertise over tenure with regional, national, and international leaders across multiple industries, with subject matter expertise in social media engagement and content creation, relationship management, communications, and events management
- Develops, manages, and creates engaging social media content and provides 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
- Develops and implements innovative social media & communications campaigns from initial needs assessment to launch, and is well-versed in cross-platform content creation, digital image manipulation, website management, graphic design, SEO & SEM optimization, newsletters & blasts, podcasts, and video editing
- Intrinsically motivated to produce high-quality work, needing little oversight, and easily learns new technology, platforms, and responsibilities

Education & Certifications:

Towson University Master of Science in Instructional Design and Technology

West Virginia University Bachelor of Arts in History

Digital Marketing Certificate American Marketing Association

Additional Employment History Available Upon Request

References Upon Request