

# JENNIFER LINDACHER

## MARKETING & SOCIAL MEDIA MANAGER

### CONTACT

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### PROFILE

Creative communicator and marketing manager with 10+ years of marketing experience including email marketing, social media management, copywriting, editing, branding, website management, and more. Seeking to join a company in a creative marketing capacity to engage with clients and improve outcomes via multiple communication channels.

### EDUCATION

#### CREATIVE WRITING, MFA

George Mason University  
2001 - 2004

#### ENGLISH, BA

University of Rochester  
1997 - 2001

### SKILLS

#### PROFESSIONAL

Creative Communication  
Branding  
Copywriting  
Editing  
Social Media Management  
Content Creation  
Design

### WORK EXPERIENCE

#### GRAPHIC DESIGNER, MARKETING & SOCIAL MEDIA MANAGER

Big I New York & Big I Connecticut | 2016 - Present

Social media manager and content creator for Big I New York, Big I Connecticut, and tech startup Catalyt. Develop and distribute member-facing communications with a focus on email. Manage multiple social media accounts across Facebook, Instagram, LinkedIn, and Twitter. Develop, coordinate, and execute marketing campaigns. Also involved in the coordination, conceptualization, and execution of marketing pieces, event signage, website upkeep, digital materials, and visual content.

- Recently created an email with an open rate of more than 50% that resulted in 30 scheduled sales calls
- More than doubled Big I New York's LinkedIn following since taking over the management of the account
- Analyzed survey results from insurance agents regarding re-opening plans during the COVID-19 pandemic and presented the findings in a pdf report that was distributed to association members as a membership benefit

#### MARKETING AND COMMUNICATIONS SPECIALIST

Dairy One | 2011 - 2016

Wrote, edited, and designed communication materials, including advertisements, emails, newsletters, user manuals, brochures, presentations, trade show displays, and more. Maintained content for multiple company business unit websites. Managed multiple social media pages. Maintained advertising contracts with national and local publications, and managed yearly advertising schedule. Attended industry meetings and trade shows. Organized photo shoots. Created and edited video.

- Initiated the creation and management of social media accounts for Dairy One and Agricultural Consulting Services
- Actively participated in a complete rebranding of Dairy One and all company business units, including a redesign of the Dairy One website and from-scratch development and launch of the Agricultural Consulting Services website

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## MARKETING & SOCIAL MEDIA MANAGER

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### SKILLS

#### TECHNICAL

InDesign  
Photoshop  
Illustrator  
Lightroom  
Higher Logic/Magnet Mail  
Microsoft Office & Teams  
Hootsuite & Later  
Express & Canva  
Smartsheet  
WordPress & Squarespace

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### EXTRA

#### GRADUATE TEACHING FELLOWSHIP

George Mason University

#### PEARL SPERLING EVANS PRIZE FOR GREATEST PROMISE IN CREATIVE WRITING

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### INTERESTS

Literature, Reading & Writing  
Infertility Awareness, Advocacy,  
& Women's Health / Fertility  
Gardening  
Travel

### WORK EXPERIENCE CONTINUED

#### COPYWRITER

Virtucom Group | 2009 - 2011

Wrote deadline-driven web content (sales and product descriptions) and created HTML pages for major national retail clients. Proofread edited copy before publication. Manipulated images in Photoshop for online use. Updated existing material.

#### LEGAL DEPARTMENT ASSISTANT

Welch Allyn | 2007 - 2009

Assisted staff and lawyers in the legal department in contract position. Duties included filing, typing, transcription, database maintenance, presentation preparation, event coordination, writing and editing (press releases and web copy), website maintenance, and graphic design.

#### GRAPHIC DESIGN MANAGER

American Psychiatric Association | 2006 - 2007

Designed interior typesetting templates and book covers using FrameMaker, InDesign, Illustrator, and Photoshop. Typeset books and reset artwork. Maintained schedules and deadlines to ensure timely publication. Supervised Prepress Coordinator. Selected and purchased stock photography and artwork to suit needs of publications. Worked with marketing department to provide promotional images. Prepared electronic files of covers and books for printer. Ensured quality standards.

#### PREPRESS COORDINATOR

American Psychiatric Association | 2005 - 2006

Coordinated prepress/production of books. Maintained schedules and deadlines to ensure timely publication. Typeset pages electronically. Created, scanned, and/or manipulated figures to produce art appropriate for final medium. Produced final electronic files for printer. Ensured quality standards.