

Lindsey Zeltwanger



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Objective

To utilize my skills and experiences to contribute to an organization where I can leverage my knowledge in marketing and communication.

Work Experience

Arc Worldwide, Publicis Groupe - Senior Commerce Experience Strategist *Sept. 2021 - Present*

- Build cross-platform omnichannel digital media campaign proposals based on client objectives as well as identify opportunities for growth to support the field sales organization.
- Generate strategic custom audience segments to utilize across multiple platforms including Social Media channels, Programmatic Desktop and Mobile, Sponsored Search, and Digital-Out-of-Home.
- Extensive knowledge in CRMs, DFPs, DSPs, DMPs - Platforms used for customer relationship management, ad serving, contract negotiation, and trafficking Ad Networks.

Quotient Technology Inc. - Media Planner *Sept. 2018 - Sept. 2021*

- Build cross-platform digital media campaign proposals based on client objectives as well as identify opportunities for growth to support the field sales organization.
- Spearheaded constructing and implementing a new sustainable training curriculum for onboarding new hires.

Quidwell (Health and Wellness Website) - Sales and Marketing Interim Coordinator *Summer - 2018*

- Established a monthly posting schedule to ensure all clients were being featured.
- Expanded client network by identifying, consulting with, and maintaining relationships with new customers.
- Developed social media campaign strategies for participating clients.

Club Lacrosse Coach - Velocity Lacrosse Club *Summers - 2014 - Present*

- Developed practice plans and implemented structure.
- Motivated and encouraged young girls to create a successful team.

Leadership & Achievement

Quotient Technology Inc. - Social Media Subject Matter Expert *September 2019 - Present*

- Identified various techniques and documentation to streamline cross-team communication for social planning processes and best practices.

Mercer University Women's Lacrosse Team (Division I) *August, 2014 - 2018*

- Named A-SUN Conference Player of the Year - 2017
- Named A-SUN Scholar Athlete of the Year - 2017
- Team Captain freshman, sophomore, junior, and senior year.

Education

Mercer University *Graduation - May, 2018*

3.78 GPA

Major - Marketing