

# LINDSEY VEHLEWALD

INTERNET RESIDENT. DIGITAL STRATEGIST. SOCIAL MEDIA SCHEMER.  
BRAND BUILDER. INFORMATION HUNTER-GATHERER. OXFORD  
COMMA SLINGER. & HERDER OF CATS

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## WORK EXPERIENCE

### TOKY BRANDING + DESIGN

Digital Media Producer, 2014 - present

**Digital Strategy & Content Creation:** Creating influential content and communication strategies to drive engagement and increase audience trust. Provide guidance and best practices for internal social media content standards. Create up to date social media documentation and training for social media services. Analyze site and social analytics to deliver engagement and performance reports. Utilization of social media and online content platforms to support brand strategies and identities.

**Marketing & Audience Cultivation:** Analyze and evaluate key audiences relevant to each brand. Create strong calls to action, branded messaging appeals, and PR outreach strategies to grow impressions and influence.

**Branding & Design:** Development of key messaging, taglines, brand names, and content in support of brand identity and goals. Identification and research regarding key demographics, audiences, and behaviors.

**Web Maintenance:** Constructing site design and online content structure (UX, UI, IA) to be intuitive, elegant, and useful. Front-end website maintenance that adheres to SEO and SEM best practices and utilizes strong keywords in content and metadata.

### SPRY DIGITAL

Digital Strategist, 2013 - 2014

**Digital Strategy:** Developing clients' social media voices and strategies for marketing.

**Content Creation:** Crafting key messaging, voice decks, and page content.

**Accounts & Project Management:** Facilitating communication between client and Creative. Managing project teams across scope, timing, and resources.

**Web Maintenance:** CMS management and website creation.

### USA MORTGAGE

Marketing Coordinator, 2013

Creating a brand voice applied through inclusive social media and marketing plans, driving engagement, community outreach.

### PLANNED PARENTHOOD OF THE ST. LOUIS REGION

Development Officer, Foundations and Annual Fund, 2010 - 2013

**Grant Writing:** Submitting grant proposals with research to local, state, and national funding sources with a success rate of more than 90%.

**Donor Management:** Creating persuasive messaging to targeted audiences for both C3 and C4 fundraising purposes. Maintaining a relationship with nearly 2,000 individual and foundation donors. Efforts helped the St. Louis affiliate reach two consecutive million-dollar giving years.

**Social Media Messaging:** Assist marketing with Twitter, Facebook, and email campaigns and messaging, namely around special events and branded messaging. Included strategy, public relations, and media work.

**Event Planning:** Organizing the affiliate's two largest events from inception and planning to marketing and execution, including social and traditional media outreach campaigns. Continued success with yearly growth of at least 7% over previous year.

**Web Maintenance:** CMS management and website creation.

### DIGITAL STRATEGY, & WRITING

Freelance, 2006 - present

Defining & executing comprehensive social media and brand strategies. Ghostwriting, speechwriting, content creation, research, presentation preparation and coaching.



## DIGITAL SKILLS

Digital Strategy	●	●	●	●	●	●	●	●	●
Social Media	●	●	●	●	●	●	●	●	●
Content Creation	●	●	●	●	●	●	●	●	○
Content Strategy	●	●	●	●	●	●	●	●	○
Email Campaigns	●	●	●	●	●	●	●	○	○
UX/UI	●	●	●	●	●	●	●	○	○
SEO	●	●	●	●	●	●	●	○	○



## ANALOG SKILLS

Writing & Copyediting	●	●	●	●	●	●	●	●	●
Account Management	●	●	●	●	●	●	○	○	○
Project Management	●	●	●	●	●	●	●	○	○
Donor Development	●	●	●	●	●	●	○	○	○
Public Relations	●	●	●	●	●	●	●	○	○



## PROGRAM SKILLS

Adobe Photoshop	●	●	●	●	●	○	○	○	○
Adobe Illustrator	●	●	●	●	●	●	○	○	○
Adobe InDesign	●	●	●	●	●	●	○	○	○
Google Analytics	●	●	●	●	●	●	●	●	●
WordPress	●	●	●	●	●	●	●	●	●
Drupal	●	●	●	●	●	○	○	○	○
HTML&CSS	●	●	●	●	●	●	○	○	○
Blackbaud	●	●	●	●	●	●	○	○	○



## NEIGHBORLY SKILLS

Social Commitment	●	●	●	●	●	●	●	○	○
Organization	●	●	●	●	●	●	●	○	○
Creativity	●	●	●	●	●	●	●	○	○
Communication	●	●	●	●	●	●	●	●	●
Teamwork	●	●	●	●	●	●	●	●	●



## EDUCATION

### WEBSTER UNIVERSITY

St. Louis, Missouri, 2004

BA English | Cum Laude, Department Honors



## VOLUNTEERING

**Tenth Life Cat Rescue:** Foster home and digital media consultant

**Opera Theatre of Saint Louis:** Young Friends Steering Committee

**Bellefontaine Cemetery:** Docent and Guide

**#NASASocial:** Digital Media and Public Relations

# LINDSEY VEHLEWALD



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## REFERENCES

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TOKY Branding + Design

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