

# Lindsey Vehlewald

Narrative Crafter. Strategic Planner. Problem Solver.  
Information Hunter-Gatherer. Oxford Comma Slinger. Cat Herder.

sayhi@lindseyvehlewald.com  
St. Louis, Missouri

## **Novella** | Digital Strategist and Copywriter | **2020 - Present**

Contract digital copywriting for multiple clients, industries, and brand voices. Creating social, web, email and print copy aligned with each brand's voice and needs. Creating customized strategies and documentation based on client goals and brand identity.

## **Freelance** | Digital Strategist and Copywriter | **2011 - Present**

Pivoting between multiple clients, industries, and brand voices. Drafting social, web, and print copy. Creating customized communication strategies based on client goals.

## **Atomicdust** | Senior Digital Strategist | **April 2024 - August 2024**

Producing comprehensive content strategies focused on SEO and data-backed target audiences. Crafting key messages relevant to stakeholder audiences and industries. Project management, account management, and creative direction. Analyzing digital traffic and interpreting behaviors and performance. Writing for SEO optimization.

## **St. Louis County Office of the County Executive** | Communications | **Oct 2019 - Mar 2021**

Creating regular press releases and speeches for the County Executive. Supporting departments with targeted messages and email campaigns. Stakeholder relationship building and coordinated targeted messaging.

- Year-over-year Facebook audience grew by 64% and engagement by 1,050%
- Twitter audience increased by 33% and engagement by 140%

## **Paradowski Creative** | Senior Content Strategist | **Apr 2019 - Sept 2019**

Producing content strategies and targeted messages. Crafting key messages relevant to stakeholder audiences and regions. Building narratives applicable across multiple media platforms, including digital, print, and social. Analyzing digital traffic and interpreting audience behaviors and message performance.

## **ACLU of Missouri** | Development and Communications | **Aug 2016 - Apr 2019**

Developing online content calendars, C3/C4 fundraising appeals, and press releases. Managing the affiliate through brand identity changeover.

- Year-over-year annual fund appeal income increased by 8%
- Annual report design earned 10% donor growth

## **TOKY Branding and Design** | Digital Strategist | **2014 - 2016**

Developing messaging, taglines, brand names, and copy. Writing client documentation. Managing media relationships, and creating and executing promotional strategies.

- Digital strategies and messages earned clients 25-33% increased traffic
- 180-475% increased engagement across digital platforms

## **Spry Digital** | Digital Strategist | **2013 - 2014**

Creating web documentation and digital brand strategies focused on SEO.

## **SKILLS**

Strategic Comms  
Digital Strategy  
Content Strategy  
Content Creation  
Brand Management  
SMART/ADKAR goal models  
Public Relations  
Brand Identity  
Stakeholder Identification  
Brand Development  
Press Releases  
Email Campaigns  
Digital Paid Ads  
Project Management  
Account Management  
Targeted Messaging  
Campaign Analysis  
Audience Analysis  
SEO  
Database Management  
Video Production  
Website Management  
Digital Metrics  
Metrics Analysis  
Design for Print  
Creative Problem Solving  
Leadership by Example

## **EDUCATION**

Professional Certification,  
STLCC  
B.A. Webster University