



Lindsay Racen, MBA

lindsayracen@gmail.com | (949) 584-1375 | Mission Viejo, CA 92692 | LindsayRacen.com

OVERVIEW OF QUALIFICATIONS

- **Over a decade of experience** in marketing communications, content marketing, journalism, digital media and public relations
- **Bachelor's in Communications Journalism** from San Diego State University, **Master's in Business Administration** and **Graduate Certificate in Organizational Leadership** earned from University of Massachusetts Global
- **Peer nominated and executive awarded** the Chancellor's Award for Excellence for embodying core values of Integrity, Innovation, Service, Teamwork and Respect

SKILLS & EXPERTISE

Content Marketing	Campaign Development	Storytelling
Writing & Editing	B2B Communication	Project Management
SEO and Research	Email Marketing	Deadline-Driven
Social Media	Highly Detail-Oriented	CMS Systems

PROFESSIONAL EXPERIENCE

Senior Strategist, Content Marketing

2019 – 2022 University of Massachusetts Global, Irvine, California

- Integrated robust campaigns and diverse, interactive content types into publication schedule including quizzes, listicles, video, ebooks, infographics and more
- Served as Editor in Chief for the UMass Global Blog, ensuring journalistic and brand standards were of the highest quality
- Managed editorial calendar and agency team, ensuring timelines, budget and administrative goals were achieved
- Led content amplification strategy, leveraging tactics such as content syndication, link building, paid social and employee advocacy
- Optimized content for SEO and relevancy to extend brand identity and elevate perception
- Spearheaded YouTube strategy, video library and asset production to align with key brand messaging and search trends
- Provided insight and actionable paid content promotion recommendations for both B2B and B2C audiences

Director, New Initiative Development and Implementation, Business Development

2015 – 2019 University of Massachusetts Global, Irvine, California

- Managed social media planning and implementation across multiple networks, increasing organic followership between 16.8% and 47.6% year-over-year
- Strategically planned, created, and implemented B2B email campaigns across relevant industries (Adhoc, Monthly Newsletters, Micro and Macro)
- Partnered with stakeholders to ensure brand and organizational goals were aligned and effectively communicated across all channels
- Worked with external agencies to produce influencer video series and refreshed YouTube channel and content

- Partnered with senior staff and department heads to streamline workflows and processes that created efficiency and enhanced performance across systems and campaigns
- Spearheaded, in collaboration with internal training and development division, the business development team's internal training methodology, resources, and platform

Copy and Content Manager, Marketing

2013 – 2015 University of Massachusetts Global, Irvine, California

- Served as Editor in Chief of the blog, created and managed a proprietary editorial calendar to document and track content, author contributions, process, timelines and marketing campaigns. Result: produced triple the organic traffic in less than 9 months
- Reimagined and implemented a new B2C blog strategy - worked closely with digital team to ensure the best user experience was created
- Combined qualitative and quantitative analysis with creative and systematic strategic thinking to revive hundreds of collateral pieces
- Redeveloped email drip campaigns to best resonate with audiences and create sustainable efficiencies in brand messaging
- Recruited and managed a cross-functional team of contributing authors for the blog, diversified topics, bringing in expert perspectives that increased authority and brand engagement
- Inspired the adoption of smart content strategy as part of the organization's inbound methodology and worked with agencies to create comprehensive campaigns with e-books, infographics, and other content types to attract prospects and move them through the marketing funnel
- Perfected content quality standards including editorial accuracy, grammatical integrity and overall brand messaging across all media
- Worked with digital team to implement keywords and keyword phrases into digital content, including writing and optimizing many of the pieces for SEO

Additional Work Experience

- Interactive Marketing Communications Manager, Strategic Business Development (2012-2013)
- Interactive Sales Outreach Coordinator, Managed Digital Content across Campaign Microsites, Supported Outreach Team and Executives with Project Management (2010-2012)
- Marketing Coordinator, SilverPAC – Public Relations, Email Marketing, Consumer Electronics Show (CES) Booth Coordinator and Representative (2009-2010)
- Toyota Grand Prix of Long Beach – Promotion Manager for a Premium Sponsor (2005-2008)
- Integrated Sports Marketing – Managed Promotional Services and Assisted Media Affiliates for Stan Humphries Celebrity Golf Tournament (2008)
- U.S. Open, Torrey Pines – Media Relations Tent Service (2008)
- New-N-Views and CotoLifestyle – Freelance Journalist (2009-2012)

EDUCATION

UMass Global | 2011-2013 – Master of Business Administration

UMass Global | 2011-2013 – Graduate Certificate in Organizational Leadership

Universitat Autònoma de Barcelona | Summer 2007, International Marketing, Barcelona, Spain

San Diego State University | 2004-2008 – Bachelor of Arts in Communication, Marketing/Advertising

AWARDS AND HONORS

Chancellor's Award for Excellence (President's Award) | Honor Societies: Kappa Tau Alpha (School of Journalism & Media Studies), Lambda Pi Eta (Communication), Golden Key International and Phi Eta Sigma