

LYNDSAY SOPRANO

DIRECTOR OF MARKETING

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Client Account Director and outsourced Director of Marketing for small to large businesses leading marketing, internal and external sales and communications programs. Over 19 years of experience in managing strategic partnerships with key accounts, program and performance management, project life-cycle management, marketing and communications, brand management, creative direction/design, and business development. Support change management, increase visibility in the marketplace, and amplify new business strategies.

- Account + Project Management
- Brand Development + Management
- Change Management
- Client + Vendor + Media Management
- Creative Design + Leadership
- Enterprise Software Implementation
- Ecommerce Implementation
- Marketing + Communications Strategy
- Organizational Development
- Performance + Talent Acquisition/ Management
- Program Development + Management
- Social Media Management
- Tradeshow + Event Management
- Training Program Development + Management

JUST LYNDSAY, Burbank, CA

Director of Marketing + Client Account Director, Consulting

May 2000 to present

Oversee internal and external brand programs, corporate positioning and messaging, employee engagement, and content development to lead organizational growth and creative production; manage up to 50 talented, cross-functional team members. Administer client portfolio development of accounts utilizing sales and marketing initiatives; build and maintain strong client relationships. Direct teams in executing life-cycle of projects; collaborate with internal and external business units. Compose key messaging to motivate target audiences in making strategic decisions and change management, providing vital support throughout process.

- **Increased company's annual sales from \$80K to \$550K** by building strategic key client relationships and tactical design of sales and marketing initiatives.
- **Grew client monthly website sales from \$250K to \$2M** through re-design of website and social media growth, encompassing email marketing programs and retargeting campaigns.
- **Increased client web traffic 825%** through redesigning online presence and SEO strategies.
- **Ensure high-quality delivery of all client projects** by sourcing and negotiating all vendor relationships while managing life-cycle of all projects.
- **Conduct training and development sessions** to client staff members on systems, tools, and reports; present communication strategies to C-suite executives and Key Opinion Leaders (KOLs).
- **Propelled global rebrand awareness and supported revenue growth** by developing and implementing high-impact global sales and marketing communications solutions for \$850M respiratory business. Co-managed a \$50M U.S. marketing budget.
- **Improved organizational marketing results** through leading the rebrand post spin-off of over 500 marketing pieces involving all collateral, online presence, clinical computer application training programs, and tradeshow graphics.
- **Enhanced operational efficiencies** by designing and implementing new Applicant Tracking System (ATS) supporting improved performance management and succession planning. Conducted system training sessions from top down. Composed over 300 job descriptions, performance matrixes, and core competencies within all departments for client with over 20,000 employees for the launch of ATS.

- **Established organizational communication centers** through the development of custom intranets; connecting all employees and members to company programs, benefits information, reports and growth opportunities.
- **Optimize fulfillment of clients' business needs** through strategic development of interactive corporate communications and enterprise solutions; serve businesses of all sizes.
- **Elevate employee and member morale by instituting a pathway to growth** by designing and managing mentoring, recognition and leadership development programs.

EDUCATION + CREDENTIALS

Masters of Business Administration, Global Marketing and Management
University of Phoenix – Costa Mesa, CA

Bachelor of Arts, English (Honors)
California State University – Long Beach, CA

Associate of Arts, Communications (Honors)
Orange Coast College – Costa Mesa, CA

Opera Vocal Performance
California State University – Fullerton, CA

TECHNICAL PROFICIENCIES

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|--------------------------|--------------------|--------------------|
| • Adobe Creative Suite | • Shopify | • Salesforce |
| • Microsoft Office Suite | • MyEmma | • Hubspot |
| • WordPress | • MailChimp | • Google Analytics |
| • WooCommerce | • InfusionSoft | • PR Web |
| • OpenCart | • Taleo Enterprise | • PR Newswire |
| • Volusion | • Hootsuite | |

MEMBERSHIPS

- Society for Human Resource Management
- Specialty Equipment Market Association (SEMA) Businesswomen's Network
- Public Relations Society of America (PRSA)
- Golden Key International Honor Society
- CSULB Alumni Association

VOLUNTEER WORK

- Volunteer, Caterina's Club, 2015 to 2019
- Volunteer, Cruisin' for a Cure, 2012 to 2018

INDUSTRY EXPERIENCE

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| • Automotive Parts/High Performance | • Finance and Accounting |
| • Beauty + Spa | • Healthcare/Medical Device |
| • Civil Engineering | • Human Resources |
| • Commercial Flooring + Interior Design | • Music + Arts |
| • Consumer Product Goods (CPG) | • Non-profit |
| • Fashion | • Real Estate + Mortgage |