



# JENNIFER LINDLEY

## INFO

484.832.3115

jenny@lindleydesigns.com

## HIGHLIGHTS

Web Development & Design

HTML, CSS, PHP, Javascript

Copywriting & Editing

Client Relations

Marketing Strategy

Trade Shows & B2B

Nominated for ADDY Award -  
Direct Mail Campaign

## EDUCATION

Bachelor of Science  
Marketing Management  
University of Virginia

## PROFILE

Driven and dynamic professional with a strong track record in both client and agency side of marketing and sales. A seasoned entrepreneur, able to think creatively and build success from the ground level. Leverages proficiency in Adobe Creative and Microsoft Office Suite.

## EXPERIENCE

### OWNER & OPERATOR

Lindley Designs / 2008 - 2018

- Built a small web design business and maintained a consistent workload through sales leads, strategic advertising, and word of mouth
- Utilized technical skills in Dreamweaver, Photoshop, InDesign, and Illustrator to create websites and marketing materials
- Developed proficiency in coding languages including HTML, CSS, PHP, and Javascript
- Crafted compelling and engaging copy for clients that drove their businesses
- Increased presence of small business and education institutions in their markets

### ACCOUNT EXECUTIVE

Harvest Marketing / 2007 - 2008

- Engaged with clients to identify and meet their marketing & advertising needs
- Crafted RFPs for large and vital marketing contracts
- Partnered with clients, staff, and management to ensure deadlines were met and all project related materials were delivered

### MARKETING MANAGER

Direct Impact Digital / 2006 - 2007

- Consulted with advertising agencies to assist them in selling diverse print marketing materials to their clients
- Trained and mentored college graduates in marketing and sales tactics
- Increased small business revenue by creating direct mail and email campaigns

### MARKETING COORDINATOR

Solstice Software / 2005 - 2006

- Coordinated marketing for the B2B promotion of middleware
- Directed all aspects of trade shows including marketing collateral
- Edited all white papers before they were released for publication
- Managed website copy and graphics and all project related materials