

LINDSEY HOWARD

PROFESSIONAL SUMMARY

Results-driven marketing professional with 10+ years of experience leading digital campaigns, managing cross-functional teams, and driving measurable growth. Skilled in marketing automation, CRM management (HubSpot, Salesforce), and data-driven strategy development. Proven ability to optimize campaigns, enhance brand visibility, and execute multi-channel initiatives. Adept at client engagement, project management, and content creation, with a track record of delivering results in both B2B and educational environments. Recognized for blending creativity and analytics to drive strategic outcomes and strengthen organizational impact.

EMPLOYMENT HISTORY

MARKETING SPECIALIST

Mar 2021 - Present

AAF International

Louisville, KY

- Collaborate with global and regional marketing teams to ensure consistent branding, strengthening company image across diverse markets
- Manage HubSpot CRM globally for lead generation, building landing pages, workflows, and forms that increase qualified inquiries
- Coordinate automation between website and Salesforce, streamlining lead assignments and improving sales efficiency
- Lead digital advertising campaigns (Google Ads, SEO/SEM, social media) to drive awareness and engagement with target audiences
- Track marketing ROI through HubSpot and Salesforce, using insights to refine strategies and enhance campaign effectiveness
- Develop and manage the departmental budget, negotiate vendor contracts, and implement cost-saving measures to reduce expenses
- Led cross-functional teams to complete large-scale projects, ensuring timely completion, clear communication, and alignment across departments
- Partner with sales teams through presentations, virtual meetings, and communications, ensuring alignment of marketing and revenue goals
- Co-led the development of a new company website and ongoing WordPress management, streamlining content updates and enhancing digital presence to support marketing and sales goals

MARKETING MANAGER (PROMOTED)

Jan 2018 - Mar 2021

ThinkSIGN

Louisville, KY

- Crafted cohesive marketing messages, aligning with sales goals and enhancing brand recognition
- Monitored and adjusted campaigns, achieving measurable sales growth and improved market presence
- Developed and refined marketing materials using Adobe Creative Suite, generating significant lead increases for sales teams
- Analyzed sales data through HubSpot, optimizing campaigns, and informing strategic budget decisions
- Launched and managed ThinkSIGN University training program, revolutionizing sales partner education and strengthening channel relationships
- Led cross-functional team to enhance LED sign software interface, improving user experience and strengthening product competitiveness
- Conceptualized and executed visually striking yearly trade show displays and interactive experiences, managing vendor relationships and negotiating contracts to maximize impact while controlling costs, resulting in increased client engagement and lead generation

MARKETING COORDINATOR

Apr 2017 - Jan 2018

ThinkSIGN

Louisville, KY

- Showcased products at trade shows, boosting client interest and sales opportunities
- Consulted with clients to align marketing strategies with their vision, achieving targeted goals
- Designed web portal graphics, improving user engagement and customer experience
- Created custom media content with Adobe Creative Suite (Photoshop, After Effects & Premiere Pro), elevating client campaign quality

MARKETING COORDINATOR***Bruce Fox Inc.*****Feb 2015 - Apr 2017*****New Albany, IN***

- Led design and metrics for email campaigns, increasing engagement and reach using HubSpot, MailChimp, and Constant Contact
- Planned and executed social media campaigns and tracked engagement metrics in Hootsuite to inform ongoing strategies
- Produced digital and print assets using Adobe Creative Suite to elevate campaign quality
- Executed SEO/SEM campaign, elevating site from 4th to 1st page on Google, monitoring success through Google Analytics and Yoast

EDUCATION**BACHELOR OF SCIENCE IN BUSINESS MARKETING****2012*****Indiana University-Southeast******New Albany, IN*****BACHELOR OF ARTS IN GRAPHIC DESIGN****2014*****Indiana University-Southeast******New Albany, IN***

CERTIFICATIONS**DIGITAL MARKETING & E-COMMERCE****Nov 2022*****Google*****WHAT CAN AI DO FOR MARKETING?****Aug 2025*****Emory University through Coursera*****HUBSPOT MARKETING SOFTWARE CERTIFIED****Apr 2025*****HubSpot Academy*****CONTEXTUAL MARKETING CERTIFICATION COURSE****Jul 2025*****HubSpot Academy***

AWARDS**AAF INTERNATIONAL GLOBAL RECOGNITION AWARD*****May 2022***

A recognition award for exceptional work developing a new website.

SKILLS**Digital Marketing & Analytics**

Marketing Analytics, Google Analytics, SEM / SEO / On-page SEO / International SEO, Google Ads / PPC Campaign Management, Email Marketing / Marketing Automation / Email A/B Testing / Email Conversion Tracking, HubSpot CRM / Salesforce, Lead Generation / Lead Nurturing / Lead Tracking, Conversion Optimization / ROI Analysis / Customer Acquisition & Lifetime Value Analysis, Content Strategy / Content Marketing / Multichannel Marketing / Digital Brand Management, Web Analytics / Website Traffic Metrics Analysis

Product & Project Management

Product Management, Project Management, Marketing Campaign Leadership, Cross-functional Communication

Vendor Management / Budgeting / Performance Metrics, Event Planning & Coordination / Trade Shows & Product Launches

Creative & Design

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Graphic Design / Branding / Brand Positioning / Brand Guidelines, UX / Web Design / Website Management / Website Analysis

Communication & Leadership

Leadership / Team Management / Internal Communication, Copywriting / Content Creation / Blogging / Video Marketing, Public Relations (Workshops, Webinars, Seminars, Trade Shows), Presentation Skills / Negotiation