



LINDSAY BACHMAN

[www.cityflickerfreelance.com](http://www.cityflickerfreelance.com)

Transforming *flickers* of ideas into *effective marketing strategies*.

## About me

Early in my career, I realized I was best suited to building an organization's public image and designing creative communications strategies. Since launching myself as an independent content consultant in 2012, writing blogs and managing social media platforms, I've enriched my content and project management skills, created and overseen blogging teams, and built a diverse client-base. Pursuing my goal to keep growing in the digital marketing and content branding fields, I graduated summa cum laude from Georgetown University in May of 2016, with a Master's degree in Public Relations and Corporate Communications.

Post-graduation in 2016, I joined the Home Performance Coalition (HPC) as the Director of Marketing and Communications. At HPC, I continue to strategize, publicize and transform media messaging for an eclectic audience of home performance, energy-efficient aficionados including contractors, programmers, legislators, and policy-focused professionals. Visit me on [LinkedIn](#) or view my [online portfolio](#) for more details, info and recommendations.

## The last 5 years

### Director of Marketing and Communications | [Home Performance Coalition](#) | PA & DC | 2016 – Current

Oversees multifaceted marketing campaigns for four departments; strategizes, publicizes and transforms PR and media messaging for the conference, policy and project aspects of HPC and plays an integral role in developing and maintaining the coalition partner relationships. *Main Collaborative Partners: Building Performance Institute (BPI) | Home Energy Magazine | Efficiency First | U.S. Department of Energy, Weatherization Assistance Program | E4TheFuture*

- Collaborates with executive staff to develop digital and print media for enhancing and promoting the brand, increasing consumer awareness, optimizing online presence and developing personal and social connections to relevant audiences
- Manages social media accounts for the brand and maintained 20% growth over the past year; partakes in national collaborative campaigns such as Energy Efficiency Day and Faces of EE.
- Monitors brand consistency across all departments and throughout industry partnerships and sponsorships
- Coordinates and cultivates mutually beneficial relationships with industry partners such as media outlets, advocacy groups, and businesses to maintain relevance and significance in a dynamic market
- Plans and attends one-day, regional, and national conferences and trade show events to represent the brand; recently worked cohesively with conference staff to host the largest national conference in HPC's 31-year history, in partnership with the U.S. Department of Energy, Weatherization Assistance Program.
- Maintains promotional partnership agreements with sustaining sponsors, fulfills marketing contractual agreements for conference sponsors and exhibitors and facilitates branding efforts for industry coalition partners, writes and fulfills MOU contracts and develops collaborative industry relationships.

### Master's Degree, Public Relations and Corporate Communications | [Georgetown University](#) | Washington, DC | 2015 - 2016

### Content Consultant | [@cityflicker freelance](#) | PA, VA, CA, NY | 2012 – 2016

Designed and executed strategic communication plans for a diverse group of small businesses from builders, to bankers, to bars. Drove awareness among key publics through creative content while developing budget-minded and industry-specific campaigns. *Clients: Bachman Builders, Inc | Legume Bistro | the Butterjoint | Aartrijk Branding | WAHVE | Chromium Branding | Brand Camp | Bachman for Supervisor Campaign | ACAC*

- Developed, wrote and edited website content. Collaborated directly with website designers, graphic artists and video producers during website developments.
- Coordinated production of press releases, Op/Eds, marketing emails and video scripts.
- Researched, wrote and engaged blog followers on diverse subjects while maintaining brand congruency for specific industry clients. Created and managed teams of bloggers; edited and promoted blog content.
- Consulted on development, logistics, management and implementation of events and company/vendor participation.
- Coordinated marketing opportunities through special events.
- Developed and managed social media platforms and social marketing. Created congruent content across website and media channels; monitored social media sites and ads, engaged audience and embodied brand's message.
- Created and developed budgets, managed project calendars, acted as liaison between client and core team, coordinated the compilation and dissemination of concise updates, scheduled and lead conference calls.

## Five + years previous (more details on LinkedIn)

**HR/Communications Coordinator**  
[ACAC](#) | Pittsburgh, PA  
2008 – 2012

**Bachelor of Science, Human Resources**  
[Geneva College](#) | Beaver Falls, PA  
2005 - 2008

**Sales and Marketing Coordinator**  
[Bachman Builders, Inc](#) | Pittsburgh, PA  
2003 - 2005