

Lindsey L. Fleishman

<https://lindseyfleishman.weebly.com/> | lindseylfleishman@gmail.com | [linkedin.com/in/lindsey-fleishman](https://www.linkedin.com/in/lindsey-fleishman)

Education

East Carolina University- *Greenville, North Carolina*

- Accelerated Masters of Art in Communication Candidate (Expected Graduation Date: May 2024)
 - Concentration in Strategic Communication
 - B.S. in Communications (2020-2023)
 - Concentration in Interpersonal and Organizational Communication; Minor in Leadership Studies; 3.987 GPA
 - Study Abroad- *Dublin, Ireland*; Dublin City University, Spring 2023
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Professional Experience

6 Points Sports Academy- *Asheville, NC (Hybrid)*

April 2023-Present

Director of Communications

- Increased account reach by 329-344% in the first 3 months (including off-season) by formulating 3+ engaging and targeted weekly social media posts for Facebook and Instagram
- Supervised a team of 4 including a two photographers, a videographer and an intern to ensure seamless logistical success with tasks such as uploading and content scheduling
- Developed a complete brand guide of fonts, colors, and voice to standardize communication across the organization

SPARK Market Research- *Dublin, Ireland*

January 2023-April 2023

Research Intern

- Analyzed written and video data to uncover unique truths and provide creative solutions to diverse requests from clients such as marketing angles and audience segmentation
- Tracked verbal response throughout 8+ focus groups noting important trends in participant responses
- Prepared Microsoft Excel sheets (including charts), Microsoft Powerpoints, and designed Spark's online communities

BBYO (B'nai Brith Youth Organization)- *Remote*

August 2022-December 2022

Marketing Intern

- Created 2+ weekly social media posts for platforms such as Instagram, Twitter and Facebook for different intended audiences
- Pioneered the posting of daily trendy tweets to increase engagement on Twitter
- Assisted in the building of enticing targeted emails to be sent to audiences of 200-16,000 people

East Carolina University Honors College- *Greenville, NC*

September 2021- December 2022

Marketing and Communications Student Worker

- Organized weekly posts for EC Scholars accounts which included college updates, spotlights and event recaps
- Drafted and published 5+ articles spotlighting students and alumni
- Executed a day long interview event including 5+ activities for 50 EC Scholar finalists
- Instituted strategies to improve EC Scholar alumni connections, such as an alumni LinkedIn group

6 Points Sports Academy- *Asheville, NC*

Summer 2022

Director of Counselors in Training

- Drafted and executed over 30 programs exploring topics applicable to future camp counselors and necessary life skills
- Empowered 21 young adults for 4 weeks to be more confident individuals inside and outside of camp
- Assisted the other 13 members of the leadership team with various tasks to help the camp run smoothly

East Carolina Brody School of Medicine Alumni Affairs- *Greenville, NC*

January 2021- May 2022

Communication and Event Planning Intern

- Spearheaded and presented alumni marketing campaigns for Brody School of Medicine's social media
 - Generated innovative events for 200+ people the annual Brody School of Medicine Alumni Reunion
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Awards

Brinkley-Lane Scholars Award

Fall 2020-Present

- The most prestigious merit-based scholarship at ECU given to 20 incoming freshmen each year. The program encourages high academic performance, community engagement, and leadership and is valued at roughly \$63,000 over four years

ECU School of Communication Outstanding Student in the Interpersonal and Organizational Concentration

May 2023

- Nominated by faculty, this honor is awarded to one student within the IOC concentration for outstanding achievement in their courses
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Proficient Skills

Canva, Meta Business Suite, Adobe Spark, Sprout Publishing, Kentico, Event Planning, Zoom, Microsoft Teams, Public Speaking