

LINDSEY MAHLER

Phone: (973) 440-0256

Primary Email: lindsey.mahler@yahoo.com

Secondary Email: lnmahler8@gmail.com

LinkedIn Profile: <https://www.linkedin.com/in/lindsey-mahler-34527a19b/>

Portfolio: <https://lindseymahler.wixsite.com/portfolio>

PROFILE SUMMARY

BA with a concentration in Interactive Design in the School of Media, Arts, and Design at James Madison University (JMU) and a minor in Human Resource Development. My goal is to transition my creativity and enthusiasm into an organization that will allow for me to learn, grow, and apply my skills and education. I am eager to obtain a position that can expand my capabilities and apply my learnings.

EDUCATION

James Madison University, Harrisonburg, VA – 2018 - 2022

- BA – Concentration in Interactive Design in School of Media, Arts, and Design
- Minor in Human Resource Development

Wayne Hills High School, Wayne, NJ – 2014 - 2018

- Team member on Yearbook staff (used Herff Jones eDesign suite)
- Created photography portfolio for local Arboretum (Wayne Laurel Woods Arboretum) to support local marketing and promotion efforts
- Varsity letter – Soccer, Basketball, and Softball (played all 4 years across all 3 sports)

WORK EXPERIENCE

Alterra Mountain Corporation (Stratton Mountain) – Marketing Coordinator, Stratton, VT – 2022 -

Current

- Marketing Coordination
 - Support marketing events, website, and operations in a fast-paced environment adapting to frequent and routine changes
 - Report, update, and manage daily snow, mountain, and weather conditions
 - Support and manage daily mountain operations, changes, and impacts to mountain openings and events via multiple digital channels
 - Aggregate weather forecasting and facilitate communications
 - Produce and manage daily mountain newsletter and email blasts
 - Update third-party sites to align to Stratton website (i.e. SnoCountry, On the Snow)
 - Participate/Contribute to routine marketing discussions/strategies related to budget, event planning, and search engine optimization (SEO)
- Social Media Coordination
 - Create and manage social media tools (email, blog-posts, Instagram, etc.)
 - Create and distribute printable email snow reports internally (multiple departments and externally (consumers))
 - Assist head photographer in various photoshoots and events (operating multiple distribution channels, equipment, etc.)
- Marketing Operations
 - Attend daily operations meetings to discuss, capture, and socialize daily and upcoming events and activities

- Work with different departments to engage, collaborate, and plan
- Research and produce daily mountain competitive reports among 12 geographic resorts
- Attend ad-hoc and emergency operations' meetings to understand and align to marketing impacts
- Utilize internal 'SnapComm' to message internal departments any marketing changes and overall operations
- Additional responsibilities: Onboard and manage seasonal intern – train/expose to Resort events, marketing, operations, user/customer, experience, etc.
- Tools utilized: Website (Mountain Powder), CSS, HTML, Kick Dynamics (Campaign Management), Word, Excel, PowerPoint, Adobe Suite (Photoshop, InDesign, Illustrator), Workday

DGA Security – Business Development Representative, New York, NY – 2022

- Grow sales pipeline through high activity and relevant networking, marketing, and campaigning
- Perform outbound sales activities such as canvassing, cold calls, emails, and appointment scheduling
- Qualify inbound sales inquiries/opportunities and appropriately promote them to the next stage in the company's sales cycle
- Work with Senior Consultants and leadership to further your industry knowledge and assist in various sales opportunities
- Meet or exceed key activity metrics for calls, emails, qualified opportunities, appointments booked, and closed sales
- Track and update opportunities, leads, and customer interactions by utilizing Salesforce

“Dipped in the Burg” – Entrepreneurial startup – 2020 – 2022

- Myself and another student created a part-time small venture called “Dipped in the Burg” to provide specialty and celebratory food gifts (chocolates) to prospective customers
- Managed purchasing, inventory, and creation/manufacturing of products
- Managed social media, word of mouth, and pointed advertising to promote product engagement
- Managed delivery, invoicing, and collection
- Total estimated sales on part-time venture \$800, and profit of \$550

Door Dash, Harrisonburg, VA – 2019 - 2022

- Worked with customers, parent company, and stores to manage time, delivery expectations, and overall customer service

Maggie's Town Tavern, Wayne, NJ – Waitress - 2021

- Independently managed up to 15 tables at a time
- Focused on people skills, customer service, money management, time management, etc.

Panera Bread, Harrisonburg, VA – 2019

- Customer Service, Food Service, Cashier

Spring Lake Day Camp, Ringwood NJ – Camp Counselor – 2019

- Supervised children (ages 6-8)
- Orchestrated and lead activities, worked through issues among children
- Developed skills in psychosocial emotional intelligence with children
- Provided daily reports on progress, activities, issues, and other key events to Camp leadership and parents

Boys and Girls Club of Northwest NJ – Pre-School Sports Advisor – 2014 - 2018

- Work with children (ages 4-6) to encourage and develop skills in sports activities (soccer, basketball, volleyball, etc.)

- Referee for soccer, basketball, flag football, softball

KEY CLUBS, ACTIVITIES, AND SKILLS

Key Clubs and Activities

- Member of Phi Sigma (Iota Chi chapter)
 - Various community service projects
 - Assist with fund raising events
 - Freelance photographer, videographer, and editing for core chapter events
- Played Club/Travel sports: Soccer, Basketball, Softball
- Committee Member American Cancer Society – Relay for Life (Wayne, NJ)
 - Participated in marketing and social events
 - Worked to solicit sponsors, fund raising events

Key Skills

Salesforce, Microsoft Office suite, Photoshop, Adobe Lightroom, Adobe Bridge, Adobe XD, Indesign, HTML/CSS, Git and GitHub, Open Processing (logo, infographic design), P5.js (JavaScript library for creative coding), Kick Dynamics. Well versed in various social media platforms. Artistic, outgoing, and driven