

CHELSI LINDERMAN

SENIOR-LEVEL COMMUNICATIONS & CONTENT STRATEGIST

CONTACT

 Available on request

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 Lehi, Utah, USA

 [linkedin.com/in/chelsilinderman](https://www.linkedin.com/in/chelsilinderman)

EDUCATION

Master of Science (MS)

English Literature

Utah State University
Logan, Utah | 2006-2008

Bachelor of Science (BS)

Creative Writing

Utah State University
Logan, UT | 2004-2006

SKILLS

- Corporate Communications
- Content Marketing
- Social Media Marketing
- Press & Media Management
- Writing & editing
- Project Management
- Omnichannel Marketing
- Google Analytics
- WordPress

INTERESTS

Chess, Travel, Roller Skating,
Reading, Hiking, Community Building

PROFILE

Multifaceted Communications Specialist with excellent interpersonal abilities, an engaging personality, and knowledge of traditional and modern communications best practices who enthusiastically helps brands tell the stories that matter most, accelerates their growth and brings unique value to their markets.

EXPERIENCE

CONTENT MARKETING & CORPORATE COMMUNICATIONS CONSULTANT

ADIPSUM CONSULTING | LEHI, UTAH, USA | 2018-PRESENT

Helping brands connect the value of their solution to the needs of their prospects, customers and the wider market through impactful storytelling, dynamic public relations and agile marketing.

- Facilitate resolution of complex industry-specific issues by utilizing communications to effectively connect both internal and external audiences.
- Create and implement corporate communications plans for key business functions, including executive communication strategies.
- Develop, track and report on strategic communications campaigns.

DIRECTOR OF CONTENT & MARKETING COMMUNICATIONS

OBSERVEPOINT | PROVE, UTAH, USA | 2017 - 2019

Designed and implemented comprehensive communications strategies to capture momentum for the brand and expand the number of qualified marketing opportunities while optimizing the sales cycle and supporting customer retention.

- Consistently exceeded MQL and sales pipeline objectives.
- Partnered with company leaders and subject matter experts to drive internal and external engagement.
- Managed budget, direct reports, sales & marketing training.

SENIOR CONTENT STRATEGIST

OBSERVEPOINT | PROVE, UTAH, USA | 2015 - 2017

Conceptualized, created, designed, distributed, measured, and governed all internal and external content marketing for an industry-leading web analytics company.

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Recommendations

Rob Seolas, CEO during my years at ObservePoint:

“Chelsi develops and manages strategic communications plans that capture momentum for internal and external stakeholders, market analysts, customers, and prospects. She is a dynamic writer and project manager, a critical asset to any team.”

Stan Lockhart, Founder & CEO of the Lockhart Group, 3rd year client of my consultation work:

“Chelsi is truly a world-class writer and marketer, the best I’ve encountered in more than three decades of my career. She is able to quickly identify brand and communications opportunities and has an incredible ability to tailor content to the unique needs of the audience she is seeking to reach in a way that drives true engagement and brand trust. I think the world of her talent.”

Alan Feuerlein, Director of Engineering at TravelPass; both among the first 20 employees of ObservePoint, we worked together through the company’s incredible growth period:

Chelsi is one of the most professional and competent people I’ve had the pleasure of working with. She is able to present vision to others in a way to motivate and inspire. Working with her directly to produce content was a breeze, and I felt well respected and that my voice was heard. Chelsi is an excellent communicator and a hard worker. She sees the larger picture and motivates others to greatness. I would love to work with Chelsi again, highly recommended.”

EXPERIENCE (CONTINUED)

CORPORATE JOURNALIST

INSIDESALES.COM | PROVO, UTAH, USA | FEB 2015 - SEPT 2015

Composed and promoted corporate content including eBooks, articles, blog posts, press releases, fact sheets, total economic impact reports and more. Though only at the company for eight months before being recruited to lead a team elsewhere, the content I created in that time still remains some of the company’s highest-performing content.

- Gathered information from leadership and cross-functional teams for various communications.
- Researched, produced and evaluated publications for internal and external audiences.

WRITING CENTER DIRECTOR / BUSINESS WRITING LECTURER

DIXIE STATE UNIVERSITY | ST GEORGE, UTAH, USA | 2008 - 2012

Administered the campus writing center by hiring, training, supervising undergraduate writing tutors and tracking the Center’s use and efficacy.

- Taught a variety of college writing courses, including Introduction to Business and Technical Writing, Intermediate Writing, English Literature, Introduction to Poetry Writing, and Introduction to Creative Nonfiction.

REFERENCES

ROB SEOLAS *CEO*

Autto

Contact available upon request

BRAD PERRY *Senior Director of Marketing*

Paystand

Contact available upon request

JOHN PESTANA *Founder*

ObservePoint

Contact available upon request

STAN LOCKHART *Founder & CEO*

The Lockhart Group

Contact available upon request

