CONTACT

Littleton, Colorado

Portfolio

LinkedIn

EDUCATION

MS, MARKETING • GPA 4.0
UNIVERSITY OF COLORADO

Dean's List, Outstanding Student 2014 Nominee

BA, PSYCHOLOGY • GPA 3.8
UNIVERSITY OF COLORADO

Dean's List, Golden Key National Honor Society

SKILLS

Email Marketing & Automation • Content Marketing • Copywriting & Editing • CRM & Marketing Automation • CMS/Website Management • Data & Web Analytics • SEO/SEM • Paid Advertising (PPC) • Project Management • Social Media Strategy • Strategic Planning • Communication & Collaboration

TOOLS

Salesforce, HubSpot, Constant Contact, MailChimp • WordPress, Wix • Canva, Adobe • Hootsuite, Sprout Social, Native Social Platforms & Ads Managers • Google Ads • Google Analytics • Various AI Tools • Microsoft Office

Lindsay Bathauer

DIGITAL MARKETING PROFESSIONAL

Versatile and data-driven marketing professional with 10+ years of experience in campaign strategy, brand positioning, and project management. Proven track record of developing a variety of high-performing marketing materials and executing multi-channel digital campaigns that drive engagement and support company growth.

EXPERIENCE

DIGITAL MARKETING MANAGER DEC 2019 – FEB 2026
SCRAM SYSTEMS

- **Multi-Channel Campaign Execution:** Managed high-volume email campaigns, global product launches, and targeted social media across the entire sales funnel supporting lead generation and retention.
- **End-to-End Content Strategy:** Led the creation of high-performing assets, including thought leadership blogs, case studies, and eBooks, to bridge complex technical concepts into compelling brand stories.
- **Digital Presence & Web Optimization:** Managed, updated, and optimized corporate and customer-facing website content to maximize SEO performance and brand visibility.
- **Global Brand Management:** Collaborated with internal teams and external vendors to own the full creative lifecycle of digital and print collateral, ensuring messaging impact and brand consistency across global markets.

MARKETING SPECIALIST (CONTRACT) MAY 2019 – APR 2021
CTL THOMPSON

- **Strategic Growth & Alignment:** Aligned marketing campaigns and departmental support directly with business development goals to strengthen client relationships and drive corporate growth.
- **Cross-Functional Collaboration:** Acted as a key collaborator between engineering and marketing teams, translating complex technical services into engaging brand messaging.
- **Social Media Strategy & Design:** Developed social media strategies, combining targeted copywriting with custom post design, to elevate corporate voice and boost audience engagement.
- **Event Planning & Client Engagement:** Organized educational and client-facing events, including charity initiatives and accredited industry trainings with expert speakers.

MARKETING COMMUNICATIONS SPECIALIST SEP 2017 – FEB 2019
SCRAM SYSTEMS

- **Content Lifecycle:** Managed complete brand communications, from developing editorial calendars to writing high-impact blogs, case studies, and email content.
- **Marketing Strategy & Design:** Collaborated with international teams and external designers to execute social media strategies, multi-channel publishing, and localized digital and print collateral.
- **Trade Show Operations & Logistics:** Supported national trade show logistics, material distribution, and staff coordination to ensure seamless event execution.
- **Lead Management & Sales Support:** Streamlined incoming sales inquiries and lead distribution, translating event and campaign engagement into actionable business growth.

MARKETING & CONTENT MANAGER AUG 2015 – JUL 2017
COMMUNITY SYSTEMS

- **Multi-Channel Digital Strategy:** Led digital communications, including email campaigns, social media strategy, and website optimization, to expand brand presence and maximize engagement.
- **Cross-Functional Design & Operations:** Collaborated with developers and graphic designers to produce marketing collateral, deliver technical website enhancements, and launch interactive educational resources.
- **Thought Leadership & Research:** Researched and authored high-impact industry white papers to establish corporate authority and drive targeted audience engagement.

MARKETING ANALYST/CONTENT WRITER NOV 2014 – JUL 2015
CLICKS AND CLIENTS

- **Content Creation:** Crafted and optimized conversion-focused digital assets, including ad copy, landing pages, and thought-leadership articles, to drive campaign performance.
- **Internal Operations & Standardization:** Led core infrastructure initiatives, including creating employee training systems and departmental manuals to standardize company-wide processes.
- **Performance Marketing & Client Management:** Recognized twice as the "Core Value Standout Employee" for driving high-spend social campaigns through rigorous A/B testing while maintaining strong client relationships.