

LINDSAY GAMBLE

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EDUCATION

BACHELOR OF SCIENCE IN PUBLIC RELATIONS

University of Florida College of
Journalism and Communications
2015 - 2019
GPA: 3.87/4.00

COMBINED MASTER OF ARTS IN MASS COMMUNICATION, SPECIALIZATION IN SOCIAL MEDIA

University of Florida College of
Journalism and Communications
2018- 2020

SKILLS

Microsoft Office (Excel, Word,
PowerPoint)

Adobe Creative Suite (InDesign,
Photoshop, Premiere Pro)
SEO Optimization


Canva


MailChimp


Hootsuite Certified

Social Marketing Certification
AP Style

SOCIAL

 /lindsay.gamble.16

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 @lindsaygamble19

EXPERIENCE

UF INFORMATION TECHNOLOGY

Communications Specialist | June 2019 - Present

- Manage social media dashboard for four social media accounts
- Maintain online presence through the creation of 2 UFIT news stories weekly
- Promote the value of IT through publications and university-wide communications campaigns

NETSOURCE TECHNOLOGIES INC.

Social Media & SEO Specialist | February 2019 - April 2019

- Managed and improved social media accounts for 10 clients in an agency setting, including paid posts, original content and campaigns
- Developed Search Engine Optimization strategies for clients' websites to boost organic performance and search rankings on Google and Bing
- Initiated blogs for clients' websites and drafted over 10 blog posts per month with engaging story ideas

THE AGENCY AT UF

Account Supervisor | May 2016 - April 2019

- Acted as the primary contact for clients, including the American Institute of Certified Public Accountants (AICPA)
- Led a team of account associates and executives and plan cohesive campaigns for clients, including research, strategy and creative work
- Pitched press releases, proposals and presentations to clients based on their needs

CHEWY.COM

Social Media Intern | June 2018 - August 2018

- Promoted Chewy's company culture by sharing employees' photos on the Chewy Jobs Instagram page
- Launched the first employee social media contest to increase participation across teams
- Created content calendar for social media channels and increased Instagram following by 20 percent over 10 weeks