

LINDSAY LORD

Marketing Professional

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PROFESSIONAL OVERVIEW

Professional Marketing expert with over 9 years of management experience in B2B, B2C and real estate sectors. Highly skilled at communicating and building influential relationships with clients and teams at all levels of the organization. A solution-oriented strategist with a focus on long-term goals and cross-functional collaboration, having the ability to successfully launch, build, and scale brands in competitive industries.

WORK EXPERIENCE

- Welltower** | Remote, Marketing Manager Jan 2022 – Dec 2023
- Implemented brand guideline standards and strategic marketing direction for our internal teams nationwide.
 - Developed a customer retention campaign where I captured customer feedback to use in internal trainings to foster higher customer satisfaction. We saw an 11% increase in customer retention the following year directly related to my efforts.
 - Work with brand agency to develop and implement new website and PR campaigns.
- Welltower** | Remote, Marketing Specialist Jan 2017 - Jan 2022
- Collaborated with cross-functional teams to ensure a unified brand across our portfolio.
 - Provided insight and reporting regarding customer experience and best practices.
 - Elected to serve as a company mentor for 2 years in a row while in this position.
- Welltower** | Birmingham, AL, Assistant Real Estate Manager Jan 2015 – Jan 2017
- Managed a team of outside vendors to manage a Medical Office Building totaling over 500,000 sq ft.
 - Prepared annual property budgets, lease agreements & vendor contracts.
 - Hosted tenant relation events to ensure a high level of tenant satisfaction in my building.
- DeKalb Office** | Brentwood, TN, Marketing/Customer Experience Manager Jan 2013 – Jan 2015
- Hosted product training sessions for our internal teams to ensure quality standards were being met.
 - Developed and implemented a marketing campaign which included a total re-brand of the business.
 - Hosted events for our external customers to foster client engagement.
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EDUCATION

Samford University | Birmingham, AL | BA in Communication Studies 2011

SKILLS

Communication	Salesforce	Marketing Strategy	Time Management
Team Management	Email Marketing	Budget Management	Critical Thinking
Adobe Creative	Adobe Creative	Canva	Decision-making