

# LYNDSAY SIEGEL

## AT A GLANCE

- Creative Marketing professional with 11+ years of experience in experiential, integrated, and digital marketing and promotions.
- Known as the go to person for inventive branding initiatives and partnerships in the world of auto, art music, fashion and retail.
- Outstanding diplomacy, project management, and interpersonal skills that produce positive results for companies.
- Expert understanding and early-adopter of the arts, culture, social issues and trends.
- Experience in launching new products as well as expanding existing ones.
- Relationships with accounts ranging from \$10 billion to \$50 million.
- Experience in leveraging strategic partnerships for retail marketing.
- Also known as a trustworthy and ethical supporter of community based projects.
- Proficient in Microsoft Office and Apple applications, Basecamp, Sales Force, and HTML.

## PROFESSIONAL EXPERIENCE: CONTRACT

### **THE IDEALISTS**

Account Manager

Los Angeles, CA

2012 - Present

- Develop and grow an online member's only network that matches top creative professionals with clients in marketing, advertising, entertainment and media.

### **THRILLIST**

Project Manager and Brand Ambassador

New York, NY / Los Angeles, CA

2011 - Present

- Curate, develop, and sell discount package offers to over 190,000 Thrillist subscribers. Partners include The Standard Hotel Group, The New Yorker Magazine, and Intelligentsia Coffee & Tea.

### **KIRSHENBAUM BOND SENECA + PARTNERS**

Project Manager and Brand Ambassador

New York, NY / Los Angeles, CA

2010 - 2010

- Managed partner sell-in program for the 2011 Lexus Hybrid pre-launch across four markets: Chicago, Los Angeles, New York, and Miami / [lexusdarkride.com](http://lexusdarkride.com)
- Oversaw promotion, sponsorship placement opportunities, negotiated deals and coordinated on-site presence of the Lexus brand.

### **ACTIVAIRE**

Project Management and Sales Manager

New York, NY / Los Angeles, CA

2009 - 2010

- Developed marketing campaigns and promotions for Activaire, a background music company providing customized playlists for retail and hospitality environments.
- Managed accounts and curated background music based on audience demographic for clients including Hilton Hotel and Uniqlo.
- Liased with prospective clients to generate new business. Closed contracts with Mario Batali, Esprit, Puma and Helmut Lang. Total ROI exceeded \$300,000.

### **GIANT STEP**

Concert and Event Manager

New York, NY

2004 - 2005

- Produced more than 60 promotional events, including project launch and brand awareness functions for companies including Levi's and LG, with a budget of \$200,000 per client.
- Created event specific advertising and promotional campaigns with over 50 national and regional media outlets.
- Increased brand membership by 10,000 by developing online and mobile kiosk sign-up system.
- Compiled event debrief reports and advised clients on how to utilize these findings in future marketing campaigns.
- Supervised staff of 15 to launch and execute marketing initiatives.

**FLAVORPILL**

Promotion and Production Manager

New York, NY

2003 - 2004

- Organized event convening 500 multimedia and entertainment organizations and drawing more than 6,000 visitors a day.
- Developed sponsorship proposals, marketing incentives, music talent involvement, and product promotion strategy for companies including Motorola, Adidas, and Mountain Dew.

**PROFESSIONAL EXPERIENCE: FULL TIME****MALBON BROTHERS FARMS/FRANK 151**

Marketing and Promotions Manager: Toyota (Scion) account

Los Angeles, CA

2010- 2011

- Conceived, developed and managed partner sell-in for national retail programs. Increased external partner participation by 200%.
- Oversaw deal negotiation between Toyota and partners including Ace Hotel, K-Swiss and Casio.
- Supervised and created strategic brand marketing and promotional campaigns for all company initiatives with budgets of up to \$100,000.
- Managed development and execution of partner creative and collateral including advertising, premium items, packaging design, POP, Internet and media assets.
- Worked across video, design, advertising and editorial departments to create integrated marketing solutions including custom content both online and print.
- Performed competitive in-market research to maintain clients ROI and ROS.

**MTV**

Multi-platform Marketing and Talent Coordinator

New York, NY

2005 - 2009

- Managed multimedia content acquisition and music talent integration for networks reaching more than 90 million viewers per year.
- Supported VP of Creative Integration on music supervision for shows including "Rob and Big" and "The Hills".
- Created integrated marketing campaigns to leverage sponsor and talent relationships for sponsors including Nike, Toyota and Mountain Dew.
- Supervised domestic and international productions and events with an annual budget of \$500,000.
- Directed Web production and editorial teams on network blogs and Web properties.
- Organized virtual press conferences, brand development and live events for "in-world" franchises.

**MACY'S**

Public Relations Coordinator

San Francisco, CA

2001-2003

- Oversaw logistics for a theatrical fashion show in San Francisco and Los Angeles.
- Managed \$50,000 budget to secure all transportation and hospitality for over 275 people. Procured sponsorship donations from companies including American Airlines and Hyatt Hotels.
- Coordinated celebrity participation with agents, publicists, and managers. Celebrities included Liza Minnelli, Damon Dash and Kenneth Cole.

**EDUCATION****TRINITY COLLEGE**

Bachelor of Arts in American Studies and Film Studies

Hartford, CT

May 2000