

LYNDSAY GAISS

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EXPERIENCE

● GEEK TOWN U.S.A.

Social Media Strategist

October 2023 - Present

- Create and manage social media content using *Sprout Social*, to increase engagement and enhance the brand of 7+ clients via Instagram, Facebook, LinkedIn, X (Twitter), Reddit, and TikTok.
- Produce relevant and engaging content using *Canva* and *Illustrator*, across various types of media formats.
- Analyze monthly social media analytics using *Whatagraph*, generating detailed reports on key metrics to pinpoint growth opportunities and optimize future strategies.
- Support the video team as a production assistant during pre-production and shoot days, and edit cutdowns for social media content using *Capcut* and *Klap*.
- Developed a complete prototype for the re-design of a client's Golf Club website, including both mobile and web versions, using *Figma*.

● QUALITY CUSTOM GIFTS

Digital Marketing & Client Relationship Assistant

May 2023 - October 2023

- Produced compelling and engaging content using *Canva*, while overseeing Instagram, Facebook, and YouTube business accounts to enhance engagement through strategic best practices.
- Implemented CRM software to optimize client and prospective customer consultations for enhanced efficiency and effectiveness.
- Assisted in the development of an informative business website utilizing *WordPress*, seamlessly blending design aesthetics with user-friendly functionality to enhance online presence.

● SIZELAND MEDICARE STRATEGIES

UX/UI Designer & Marketing Specialist

September 2022 - February 2023

- Incorporated referral program for clients to receive incentives to accelerate business and revenue.
- Managed multiple accounts on social media platforms such as Facebook and LinkedIn.
- Utilized CRM software, *Salesforce*, to analyze client health profiles, identify suitable Medicare insurance coverage plans, and facilitate enrollment processes, enhancing customer satisfaction.

● LANDVOICE

UX Intern

January 2022 - May 2022

- Analyzed ODI (outcome driven innovation) project interviews to discern user prospecting strategies, motivations, pain points, and potential solutions, resulting in the creation of a customer journey map.
- Chose optimal survey platform for dual-column surveys with scales to gather customer feedback effectively.

EDUCATION

● Michigan State University

2018 - 2022

- Bachelor of Arts in User Experience (UX)
- Cumulative GPA: 3.7/4.0
- Dean's List: 8 semesters

SKILLS & TOOLS

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|------------------------|-----------------|-------------------------------|
| • UX Design + Research | • Social Media | • Digital Marketing |
| ◦ Figma | ◦ Canva | ◦ Whatagraph |
| ◦ WordPress | ◦ Sprout Social | ◦ Adobe Photoshop/Illustrator |
| ◦ Adobe XD | ◦ CapCut/Klap | ◦ Salesforce |