**LINDSEY BECK**

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**ABOUT ME**

Servant leader and team player specializing in media curation and storytelling across all forms of digital media, social media, marketing, film and television, radio, and public relations fields. Strong writing and editing skills. Background in theater, music, and studio arts, reinforcing creativity and outside-the-box thinking. Staying positive, energetic, dependable, communicative, and attentive are some of my principal qualities when it comes to my work ethic and my personal life.

**EDUCATION**

**University of Pittsburgh Pittsburgh, PA**

Bachelor of Arts - Media and Professional Communications

Specialization - Digital Media

Specialization - American Sign Language

Certifications: Facebook and Instagram Advertising Certified

Honors: Deans List - Fall 2020, Fall 2021, Spring 2022, Fall 2022, Spring 2023

**WORK EXPERIENCE**

**Marketing and Communications | Social Media Coordinator**

*University of Pittsburgh – Business, Hospitality, and Auxiliary Services Department*  June 2023 – Present

* Create written editorial content across print and electronic mediums and manages web content.
* Institutes procedures for timely information gathering.
* Ensures consistent messaging and maintains University brand and style.
* Consistently and effectively communicate and collaborate in a team environment, responding to technical experts and other colleagues.
* Stay up to date on industry trends and competitor activities to identify growth opportunities and innovative approaches.
* Analyzed metrics and provided reports to evaluate campaign effectiveness.
* Successfully developed and executed strategic social media initiatives to enhance brand visibility and engagement.

**Social Media Specialist**

*University of Pittsburgh – The Pitt Shop*  October 2022 – April 2023

* Develop and strategize successful error-free social media content and campaigns targeting specific demographics and utilizing SEO.
* Optimize engagement and interaction across all social media platforms with an up-to-date understanding of web functions and standards.
* Consistently and effectively communicate and collaborate in a team environment, responding to technical experts and other colleagues.
* Formulate and utilize strategic content calendar for executing content efficiently and effectively. Handle multiple competing priorities with extreme attention to detail.
* Facilitate strategic planning meetings with colleagues across multiple storefronts on the Pitt campus.

**Marketing and Communications Intern** *Phipps Conservatory and Botanical Gardens* May 2022 – September 2022

* Design content, manage, track, and analyze all social media accounts - Twitter, Instagram, Facebook and TikTok.
* Edit and rewrite content for media ensuring internal consistency based upon context of each platform.
* Develop social media campaigns and strategies following style guide for optimal engagement marketed towards targeted audience.
* Compose, draft, and proofread public relations materials - staff/employee interviews, website articles/blogs, and Phipps special event press releases.
* Conceptualized new content using Adobe programs – Photoshop, Premiere Pro, InDesign - to enhance the Phipps experience for visitors and drive further engagement.

**OTHER MULTI-MEDIA EXPERIENCE** 

**DIGITAL CONTENT PRODUCER Pittsburgh, PA**

*Pitt to the Point* January - February 2023

* Maintain & update “Pitt to the Point” website. Maintain and monitor all social media sites – Instagram, Twitter, Facebook.
* Edit, proofread, and add weekly news stories to the website with proper AP format and citation.
* Monitor all local TV stations during live show and provide Graphics Designer with breaking news updates.
* Connects and markets “Pitt to the Point” to social media and other streaming platforms.

**ENTERTAINMENT REPORTER Pittsburgh, PA**

*Pitt to the Point* March - April 2023

* Pursue, research, and write informational and factual news stories.
* Works with Entertainment Producer to plan, shoot, and edit interviews and B-roll for video packages.
* Interview experts and gather first-hand accounts of events.
* Write voice-over and AP style articles to post online.
* Present news stories on-air with professional and engaged energy.

**ANCHOR Pittsburgh, PA**

*Pitt to the Point* April - May 2023

* Works closely with designated Reporters & Segment Producers.
* Responsible for writing all tosses and lead-ins for weekly “live” shows.
* Gathers up-to-date information on news stories, interviews guests and closely follows current events to present news stories to audiences in an informed and unbiased manner.
* Brings appropriate energy to the studio and encourages the team during all stages of production.

**ADDITIONAL WORK EXPERIENCE**

**Barista / Certified Barista Trainer** **Pittsburgh, PA**

*Starbucks Coffee Company* May 2017 - Present

* Train and supervise new hires with a growth and leadership mindset.
* Provide top-tier social and conversational skills with a customer service focused attitude.
* Advanced ability to communicate clearly and effectively, while multitasking and working well under pressure.
* Provide extreme attention to detail in a fast-paced environment. Memorize and provide information about the company to relay when requested.

**LEADERSHIP AND VOLUNTEER EXPERIENCE**

**Engagement Chair University of Pittsburgh**

*College of General Studies Student Government Board* August 2022-Present

* Consistently update and share content on social media accounts, ensure posts are presentable and informative, create strategies to improve event turnout.
* Work with the Wellness and Advertising Chairs to plan for new opportunities and events that drive student engagement in Student Government.

**Summer Camp Counselor University of Pittsburgh**

*Wexford Acting Studio* Summer 2018-Summer 2022

* During the summer, I volunteer as a camp counselor for WAS week-long musical theater camp. I supervise children, ages 3-18, helping instruct daily lessons including singing, dancing, and acting. Focused on the organization mission.
* Patience, attention to detail, and team-player attitude allow me to keep the young campers safe, engaged, and happy. Other responsibilities include posting daily camp schedules and assisting with other general administrative camp activities.

**Production Assistant Pittsburgh, PA**

*Thanks to Her LLC* June 2021-August 2021

* Work under the supervision of the Production Manager and part of the production team.
* Duties include general administrative and clerical tasks necessary to complete projects efficiently and on-time.
* Preparing film set with lights, props, and equipment. Escort talent and actors around the filming area and coordinate extras. Print and distribute daily paperwork (e.g., scripts, call sheets), work efficiently with minimal supervision and physical ability to stand, walk, and move for extended periods of time.