

LYNDSAY SIEGEL

AT A GLANCE

- Creative Marketing professional with 10+ years of experience in experiential, integrated, and viral marketing and promotions.
- Known as the go to person for inventive branding initiatives and partnerships in the world of auto, music, fashion and retail.
- Outstanding diplomacy, project management, and interpersonal skills that produce positive results for companies.
- Expert understanding 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, and HTML.

PROFESSIONAL EXPERIENCE: FULLTIME

MALBON BROTHERS FARMS/FRANK 151

Los Angeles, CA
2010- Present

Marketing and Promotions Manager: Toyota (Scion) account

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

MTV

New York, NY
2005 - 2009

Multi-platform Marketing and Talent Coordinator

- 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

San Francisco, CA
2001-2003

Public Relations Coordinator

- 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.

PROFESSIONAL EXPERIENCE: CONTRACT

KIRSHENBAUM BOND SENEAL + PARTNERS

New York, NY / Los Angeles, CA

Project Manager and Brand Ambassador

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
- Oversaw promotion, sponsorship placement opportunities, negotiated deals and coordinated on-site presence of the Lexus brand.

ACTIVAIRE

New York, NY / Los Angeles, CA

Project Management and Sales Manager

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

New York, NY

Concert and Event Manager

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

New York, NY

Promotion and Production Manager

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 and Mountain Dew.
- Solicited product placement for 10,000 gift bags from sponsors including Adidas, Altoids, and Pepsi.

EDUCATION

TRINITY COLLEGE

Hartford, CT

Bachelor of Arts in American Studies and Film Studies

May 2000

ACTIVITIES

ANTI-DEFAMATION LEAGUE

2011-Present

- Volunteer at The Glass Leadership Institute, a nationally recognized young leadership development program for the Anti-Defamation League.

FARMLAB

2009 - Present

- Secure speakers for Farmlab's Studio Sessions, a weekly program focusing on multi-disciplinary issues related to culture, sustainability, and health.

STOKED MENTORING

2007 - 2009

- Served on the Events Committee of a non-profit organization that coaches and develops "at risk" youth through action sports.