

Lindsey Dull

Marketing Events Manager

Motivated & creative Marketing Professional with 3+ years of experience in experiential marketing and demand generation. Detail-oriented planner well-versed in design and data analysis platforms. Results-driven team player that collaborates across departments to produce a cohesive brand.

EXPERIENCE

Marketing Events Manager | Revenue Analytics

July 2022 - Present

- Manage event sponsorships for over 30 B2B events (trade shows, conferences, sales dinners, webinars) across three verticals annually
- Exceed quarterly goals in event-driven pipeline, and with each successive quarter, the goal doubled
- Generate over \$500k in pipeline quarterly from virtual and in-person events, ensuring accurate attribution for each opportunity
- Launch an events tier system to communicate in lock-step with sales, thus setting reasonable expectations for expected promotion plans and ROI per event
- Establish a post-event process to ensure quick reporting on ROI for sales follow-up
- Create stunning graphics & social posts for upcoming events
- Leverage video editing software such as Adobe Premiere Pro to edit pre-recorded webinars for virtual events
- Champion a new project management tool, ClickUp, becoming a power user (top 10% of users in the world) in less than 2 years

Events Marketing Coordinator | OneTrust

January 2022 - June 2022

- Conduct research on upcoming trade shows to evaluate potential lead generation opportunities
- Negotiate with organizations to ensure best return on investment for each trade show contracted
- Execute on trade show appearances by collaborating with product and sales teams to align brand messaging and speaking sessions
- Coordinate all shipments, travel arrangements, & brand messaging for 25 trade shows over a six month period

Corporate Trainer | Chicken Salad Chick

May 2021 - December 2021

Marketing Intern, Demand Generation | OneTrust

June 2020 - July 2020

President | Delta Zeta Sorority, Beta Xi Chapter - Auburn University

November 2019 - November 2020

CONTACT

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📍 Atlanta, GA

EDUCATION

Bachelor of Science in Business Administration with a degree in Marketing, Minor in Business Analytics | Auburn University
2017 - 2021

Study Abroad | Oglethorpe University
2019

SKILLS

Certified Information Privacy Professional/Europe (CIPP/E) | HubSpot and Hootsuite Certifications | Adobe Suite (Illustrator, Photoshop, InDesign, Premiere Pro, Acrobat, Lightroom) | Canva | Microsoft Office (Excel, PowerPoint, Word, Outlook, Teams) | Project Management | Python | SQL | Tableau | RStudio | Salesforce | Leadership | Creativity | Organization | Communication | Budgeting | Negotiation | LinkedIn Advertising