

## Lynne Marsh

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### Profile

Accomplished digital and traditional marketing professional experienced in building and implementing strategies focused on increasing communication opportunities and outcomes.

### Experience

#### Account Manager

2021 to present      Gannett Co. Inc.      McLean, VA

Manage and execute digital and traditional marketing campaigns for a wide range of clients including health care, entertainment, banking, education and tourism

#### Account Executive

2018 to 2021      Bulldog Creative Services      Huntington WV

Developed, managed and executed digital and traditional marketing campaigns for a wide range of businesses including health care, banking, automotive, government and non-profits

#### Assistant Professor

2015 to 2018      Marshall University      Huntington WV

Instructed courses in public relations, journalism and mass communications, research and analytics, and multimedia using traditional methods as well as online platforms

#### Project Manager/Online Content

2004-2015      Gannett Co. Inc.      McLean, VA

Engaged as a remote employee with newsrooms across the country to execute projects to increase traffic and revenue on the company's news websites and digital platforms

### Education

Master of Arts in Journalism, Marshall University, Huntington WV

Bachelor of Arts, Morehead State University, Morehead KY

### Key Skills

- Excellent copywriting and editing skills
- Skilled in creating content for all social media platforms
- Strong project management, organizational and time management skills
- Certified in Google Ads, Google Analytics, Hootsuite
- Experienced in analyzing metrics, identifying trends, optimizing performance