

LYNNE MARSH

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PROFILE

Results-driven communications and marketing leader with the knowledge, skill, and passion to drive growth, customer satisfaction, and brand loyalty through traditional and digital marketing strategies.

EXPERIENCE

GET Creative Account Manager

August 2021 – Present

Gannett/USA Today Network

- Collaborate with internal sales teams, clients, and creative professionals to deliver outstanding creative assets for use on Gannett-owned websites and publications.
- Manage the creative process from request and creative briefing to QA, proofing, and fulfillment.

Account Executive

June 2018 - August 2021

Bulldog Creative Services

- Developed and executed digital and traditional marketing campaigns for diverse businesses, including healthcare, banking, automotive, and nonprofit organizations.
- Collaborated with clients to drive brand growth through exceptional website creation and management.
- Managed creative processes from creative briefing to fulfillment.
- Managed digital and social media campaigns, translating analytics into business outcomes for success.
- Developed copy for press releases, marketing tactics, client websites, and collateral.
- Streamlined and standardized processes to increase efficiency.

Associate/Adjunct Professor

August 2015 – December 2019

Marshall University

- Instructed undergraduate and graduate courses in public relations, journalism and mass communications, research and analytics, and multimedia using traditional classroom methods as well as digital platforms

Online Content Project Manager

June 2007 – June 2015

Gannett/USA Today Network

- Engaged with newsrooms across the company to determine digital needs and goals
- Managed projects that affected markets' websites, including redesigns and the addition of new functionality, and trained newsrooms and sales teams on new features.

Online Director

December 2004 – June 2007

Gannett/USA Today Network**Reporter**

December 1998 – December 2001

Gannett/USA Today Network**EDUCATION****Marshall University**

M.A.J., Online Journalism

Morehead State University

B.A., Journalism

REFERENCES

Christine Borders – former colleague
Creative Director, Bulldog Creative Services
christine@bulldogcreative.com

Jennifer Sias – former colleague
Senior Instructional Designer, UNC Wilmington
siasj@uncw.edu

Joe Marques – former colleague
Senior Project Manager (retired), Gannett/USA Today Network
joe@josephmarques.com