

# LINDSAY LORD

850-585-4198 | lindsayklord@gmail.com | Online Portfolio: lindsayklord.com | linkedin.com/in/lindsaylord/

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Marketing & Communications Professional with over 9 years of experience serving multiple industries. Highly skilled at communicating and building influential relationships with clients and teams at all levels of the organization. A solution-oriented strategist with a focus on long-term goals and cross-functional collaboration, having the ability to successfully launch, build, and scale brands in competitive industries.

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## WORK EXPERIENCE

**Welltower** | Remote, Marketing Manager Jan 2022 – Dec 2023

- Implemented brand guideline standards and strategic marketing direction for our internal teams nationwide.
- Developed a customer retention campaign where I captured customer feedback to use in internal training to foster higher customer satisfaction. We saw an 11% increase in customer retention the following year directly related to my efforts.
- Worked with brand agency to develop and implement new website and PR campaigns.
- Responsible for collateral creation using Adobe Creative Cloud tools to promote our business. Collateral pieces included brochures, email campaigns, building signage, vehicle wraps, internal training guides and more.

**Welltower** | Remote, Marketing Specialist Jan 2017 - Jan 2022

- Collaborated with cross-functional teams to ensure a unified brand across our portfolio.
- Responsible for collateral creation utilizing Adobe Creative Cloud tools.
- Provided insight and reporting regarding customer experience and best practices.
- Elected to serve as a company mentor for 2 years in a row while in this position.

**Welltower** | Birmingham, AL, Assistant Real Estate Manager Jan 2015 – Jan 2017

- Managed a team of outside vendors to manage a Medical Office Building totaling over 500,000 sq ft.
- Prepared annual property budgets, lease agreements & vendor contracts.
- Hosted tenant relation events to ensure a high level of tenant satisfaction in my building.

**DeKalb Office** | Brentwood, TN, Marketing/Customer Experience Manager Jan 2013 – Jan 2015

- Hosted product training sessions for our internal teams to ensure quality standards were being met.
- Developed and implemented a marketing campaign which included a total re-brand of the business.
- Hosted events for our external customers to foster client engagement.

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## EDUCATION

Samford University | Birmingham, AL | BA in Communication Studies

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## SKILLS

Communication  
Team Management  
Adobe Creative

Salesforce  
Email Marketing  
Adobe Creative

Marketing Strategy  
Budget Management  
Canva

Time Management  
Critical Thinking  
Decision-making