

Lindsay Louis

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EDUCATION

B.A, Media & Culture | West Chester University, PA | Graduated May 2024

EXPERIENCE:

Brand Ambassador | Volpe Enterprises, Malvern, PA | July 2025-Current

- Generate qualified leads through cold calling, social media outreach, canvassing, networking events, and trade shows.
- Consistently meet or exceed monthly lead generation goals.
- Research, coordinate, and manage trade show and event participation, including booth design, promotional materials, and inventory.
- Maintain CRM accuracy, track pipeline metrics and KPIs, and manage follow-up strategy to optimize lead conversion.
- Schedule in-home estimates and consultations for sales and design teams.
- Shadow sales consultants during in-home appointments to support measurement, quoting, and client presentations.

Account Representative | Synerfac Technical Staffing, Bala-Cynwyd, PA | October 2024–July 2025

- Conducted high-volume outbound prospecting via cold calling and email to build and grow a client pipeline.
- Built and maintained client relationships by identifying hiring needs and delivering tailored staffing solutions.
- Created targeted job postings and outreach messaging that increased applicant engagement and response rates.
- Partnered with recruiters to manage full-cycle placement communication and match candidates to client roles.
- Tracked KPIs and managed pipeline activity using CRM tools to consistently meet sales targets.

Marketing Intern | COCOON, West Chester, PA | October 2023–October 2024

- Managed social media strategy across Instagram, Facebook, YouTube, Pinterest, LinkedIn, and Houzz accounts while tracking on a social media calendar.
- Produced the company's top-performing video content, reaching 35K+ views, which was later adopted by the owner as a paid broadcast TV commercial.
- Conceptualized, designed, and built seasonal event displays and truck installations for live marketing events, managing budget, materials sourcing, and full execution.
- Developed and executed a multi-phase community naming campaign, producing video content, designing branded materials, and managing audience engagement across digital and in-person channels.
- Presented weekly analytics reports, KPIs, and engagement insights to leadership.
- Planned and executed targeted direct mail campaigns to increase local brand visibility.

Marketing & Public Relations Intern | Daza Development, Lancaster, PA | May 2023–September 2023

- Conducted market research and identified 20 potential grant sponsors, contributing to securing 9 grants.
- Captured event photography and video content for website and promotional use.
- Assisted in nonprofit event coordination and post-event stakeholder engagement.
- Presented research insights in daily meetings to support annual business objectives.

SKILLS

Microsoft Office Suite · Adobe Creative Suite · Meta Business Suite · Canva · CapCut · Monday.com · Hootsuite · ZoomInfo · Quickbase · Dialpad · Wix

CERTIFICATIONS

- **Google Analytics Certification**, Google Skillshop - 2026
- **The TikTok and Reels Creator Course**, One Peak Creative – 2023
- **Search Engine Optimization**, LinkedIn Learning - 2024

