

LINDSAY LEWIS

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EDUCATION

Master of Arts in Strategic Communications & Public Relations | Sacred Heart University – Fairfield, CT
Bachelor of Science in Psychology | Charter Oak State College – New Britain, CT | *Honors: Cum Laude*

RELEVANT EXPERIENCE

Event Planner | Winston Preparatory School - Norwalk, CT | *Aug 2022 to Present*

- Orchestrated and flawlessly executed over 15 campus-wide events throughout 2022-2023, adeptly managing budgets while ensuring meticulous oversight of every event facet.
- Provided invaluable support to the Head of School and senior executives, contributing expertise across diverse projects encompassing employee engagement, strategic communications, scheduling optimization, and innovative graphic design.
- Spearheaded a transformative initiative in student lunch ordering, pioneering the implementation of digital forms and a seamless transition from cash to check payments, delivering heightened efficiency and substantial cost savings.
- Distinguished as a proactive Public Relations specialist for the Winston Prep Parent Association, steering impactful meetings, eliciting constructive feedback, and delivering strategic advisement to senior leadership.
- Exemplified exceptional leadership while overseeing students with learning differences (LDs), expertly managing attendance, behavior, curriculum planning, fostering adept problem-solving, and nurturing interpersonal communication skills.

Social Media Manager | Spiga & Molto Wine Bar – New Canaan, CT | *Sep 2017 to Feb 2019*

- Amplified the restaurant group's digital footprint, cultivating an engaged following exceeding 5,000 and unveiling 3-4 enticing menu additions weekly, showcased adeptly across diverse social media channels.
- Cultivated adept storytelling finesse and honed social media acumen via innovative copywriting and the creation of authentic, organic content.
- Diligently tracked and assessed performance metrics on Instagram, leveraging insightful keyword research to continually refine strategy for optimal audience engagement and reach.

ADDITIONAL EXPERIENCE

Data Coordinator | Norwalk Public Schools - Norwalk, CT | *Sep 2020 to Nov 2021*

- Managed Help Desk for 11,000-person district, presented tech talks, trained staff, launched innovative website, facilitated student registration, and streamlined projects for positive outcomes.

General Manager | CT Tan Club – Norwalk, CT | *Apr 2018 to Sep 2018*

- Led the comprehensive launch and management of a successful tanning salon, from strategic inception to operations, including innovative offerings, increased sales, and robust online engagement.

Office Manager | Strauss Diamond Instruments – Westport, CT | *July 2014 to Nov 2016*

- Managed daily operations at a US manufacturing HQ, boosting efficiency, driving ~\$500,000 in annual sales, fostering strong relationships with vendors and clients, overseeing sales goals and logistics, maintaining accurate inventory, training 8 office staff for enhanced productivity, and implementing digital new-hire training materials.

General Manager | Palm Beach Tan - Stamford, CT | *Sep 2012 to July 2014*

- Successfully developed and led a high-achieving sales team that consistently exceeded competitors, recruited, and managed staff, ensured sales goals, and maintained exceptional customer relations in a Connecticut district salon.

Office Manager | Blackstones Restaurant Group - Norwalk, CT | *Sep 2010 to Sep 2012*

- Oversaw comprehensive facility operations, including administration, event planning, HR functions, client satisfaction, payroll, bookkeeping, and office management, ensuring elevated business reputation and efficient office procedures.

SKILLS & CERTIFICATIONS

Computer & Graphic Design: Microsoft Office, MS Teams, Google Workspace, Adobe Creative Suite, Canva

Writing & Social Media: AP Style, Research, Wix, WordPress, Instagram, LinkedIn, Twitter, Facebook, Threads, TikTok

Certifications: Google Certified Educator Level 1, Certified Microsoft Innovative Education Trainer