



LINDSAY M. ALLEN

Mount Pleasant, MI 48858
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ACCOMPLISHMENTS

- Selected to display digital photographs as part of juried art exhibition at Central Michigan University; 2008
- Earned five-year service pin from CMU; 2007
- Nominated for CMU Staff Excellence Award; 2006
- Received Council for Advancement and Support of Education District V Newcomer's Fellowship; 2002
- Awarded second-place Michigan Associated Press honor for four-person team coverage of breaking news; 2002
- Achieved finalist status in the Associated Collegiate Press and Newspaper Association of America Newspaper Pacemaker competition as part of editorial team; 1999

PROFESSIONAL EXPERIENCE

Writing/Editing

- Served as primary speechwriter and correspondence writer for president of a Carnegie doctoral/research-intensive university, targeting communications to key constituents, including alumni, donors, legislators and employees
- Worked as news reporter and community editor for award-winning, 10K circulation daily newspaper
- Compose and edit written work per Associated Press and Chicago style guidelines

Media Relations

- Pitch stories to local, state and national media outlets, resulting in coverage by such outlets as The Wall Street Journal, The Baltimore Sun, CNN.com, WebMD, The Detroit News, the Detroit Free Press, several trade publications and more
- Utilize such media relations tools as CisionPoint, Vocus, Newswise, ProfNet, Marketwire and Help a Reporter Out
- Develop relationships with reporters/editors through face-to-face visits and targeted e-mail and telephone contacts

Leadership/Management

- Supervised and mentored public relations interns and student writers
- Managed staff of 20 arts and entertainment reporters for 13K+ circulation, thrice-weekly newspaper
- Was first person to serve as university president's full-time writer, creating standards and protocols still in use today
- Instructed introductory, college-level communication courses, managing classrooms of 30+ students

Social Media/New Media

- Use WordPress, Blogger and Movable Type Web publishing platforms; also skilled in basic HTML coding
- Utilize social media tools, including Twitter, Facebook and MySpace, for networking and publicity
- Recorded audio podcast content using Marantz Professional Solid State Portable Digital Audio Recorder

Planning/Organization

- Participate in the planning and execution of large-scale events, including lectures and fundraisers
- Planned content for newspaper pages and designed pages to promote effective use of limited publication space
- Tracked media hits and coordinated content for monthly reporting and for annual book of media coverage highlights

Miscellaneous

- Confidentially handled sensitive information and documents, including crisis communication plans and donor records
- Served as segment producer and on-air talent for monthly, feature-oriented regional public television show
- Created self-owned communications business, serving entertainment, recreation and publishing clients, including two "Last Comic Standing" winners and the award-winningest musical act on the college circuit

EMPLOYMENT HISTORY

Communications professional, freelance

Assistant Director of Media Relations, Central Michigan University Public Relations and Marketing

Public Relations Writer, Central Michigan University Public Relations and Marketing

Community Editor, Morning Sun; Mount Pleasant, Mich.

Reporter, Morning Sun; Mount Pleasant, Mich.

Intern/Writer, Central Michigan University Public Relations and Marketing

Arts and Entertainment Editor, Central Michigan Life; Mount Pleasant, Mich.

EDUCATION

Bachelor of Applied Arts, Interpersonal and Public Communication

Minor: Journalism

Central Michigan University, Mount Pleasant, Mich.

CONFERENCE/WORKSHOP PARTICIPATION

- Inbound Marketing University
- Corporate Communications and the Social Media Revolution Conference
- Social Media Boot Camp
- How to Work Social Media into Your Internal and External Communications Plan
- BlogPotomac Social Media Marketing Conference
- International Social Media un-Conference and Brainstorming Summit
- District V Annual Conference

PRO BONO PROJECTS

- Managing communications for a charity golf outing, including media relations tasks and the development and maintenance of a Blogger-based Web site for the event and its related fundraisers
- Created news release and media list for use by Detroit artists' collective, resulting in coverage by print and Web outlets
- Developed media pitch and media list for use by Clarkston (Mich.) High School leadership development program, resulting in coverage in the Detroit Free Press, The Oakland Press and The Clarkston News
 - *Due to campaign's success, materials were distributed to district-wide service-learning team as templates for future publicity*
- Developed news releases and media lists for use by independent musical acts, resulting in coverage in the Detroit, Chicago and mid-Michigan markets
- Researched and compiled music blogger contact list for use by independent singer/songwriter as part of album launch campaign; also tracked news coverage, Web mentions and airplay for campaign
- Invited by author to write sidebar of public relations tips for "Community Health Education," a fifth-edition textbook

MEMBERSHIPS/COMMITTEE SERVICE

- **College of Communication and Fine Arts Advisory Board**, Central Michigan University
- **Campus Sustainability Advisory Committee**, Central Michigan University
- **Opus gala fundraiser Steering Committee**, Central Michigan University School of Music
- **Council for Advancement and Support of Education**, District V
- **Associate Vice President for Public Relations and Marketing Search Committee**, Central Michigan University
- **Michigan Story Festival "Taste of Story" competition judge**, Central Michigan University
- **Annual University Campaign volunteer**, Central Michigan University
- **Presidential Event Coordination Team**, Central Michigan University

NOTE: *For privacy reasons, some information was omitted from this resume prior to posting it on the Internet. To request a complete resume, please e-mail Lindsay@lindsaymallen.com.*