

Lindsey Noel Riley

Phone: (630) 383-9260 Email: lindseynoelriley@gmail.com

Portfolio: lindseynoelriley.weebly.com

Experience

Digital Content Writer at New Image Marketing Agency, San Antonio, Texas

August 2014 - Present

- Assist in the development of World Car Auto Group's new branding initiatives
- Manage social media pages (Facebook, Twitter, Google Plus) for the World Car brand and individual dealerships
- Collaborate with Graphics and Video team to create original content for social media pages, websites, and digital billboard.
- Write blog content as needed for dealership and WorldCar.com websites

Communications Intern for the Ball State University Foundation, Muncie, Indiana

August 2013 - May 2014

- Generated copy for monthly newsletter, Foundation Focus
- Collected biographical information for event introductions as a "cheat sheet" for then University President Jo Ann Gora
- Wrote feature articles on donors and alumni for newsletters, Foundation website, and social media

Editorial Intern at Chicago Parent Magazine, Oak Park, Illinois

May 2013 - August 2013

- Researched and wrote copy for print and web
- Assisted in management and content creation for social media accounts (Facebook, Twitter, and Instagram)
- Updated general editorial sections of the website with fresh and recent content
- Helped with photoshoots and page design as needed

Staff Reporter at the Ball State Daily News, Muncie, Indiana

August 2010 - March 2014

- Reported and wrote original content for the newspaper's Features section
- Specialized in covering theater and music productions visiting campus
- Assisted in reporting on campus life, organizations, and the surrounding Muncie community

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Education

Ball State University, Muncie, Indiana

August 2010 - May 2014

- Bachelor of Arts (B.A.), Journalism, GPA: 3.34/4.0
- Also earned minor degrees in Digital Media and Creative Writing
- Made Dean's List in Spring 2013 and Spring 2014 semesters

West Aurora High School, Aurora, Illinois

August 2006 - June 2010

- High School Diploma, GPA: 3.5/4.0
- Graduated as a member of the National Honor Society
- Earned recognition for four years of perfect attendance

Volunteer Work

Website Manager and Non-Skating Official, Alamo City Rollergirls, San Antonio, Texas

March 2014 - Present

- Edit website with new photographs, event listings, roster changes, and league news
- Assist as needed with social media management and posting
- Officiating on game day as a penalty tracker and write penalties on whiteboard in the middle of the skating track
- Help Head Non-Skating Official as needed with training new officiating crew members and preparing equipment for game day

Social Media

- Facebook: [facebook.com/LindseyNoelRiley](https://www.facebook.com/LindseyNoelRiley)
- Twitter: [@_LindseyRiley_](https://twitter.com/_LindseyRiley_)
- LinkedIn: [linkedin.com/in/lindseynriley](https://www.linkedin.com/in/lindseynriley)

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References

Stephanie Klein

- Former Co-Worker at New Image Marketing Agency
- Phone: (330) 606-9217
- Email: sklein118@gmail.com
- Years Known: 1.5 Years

April Esquivel

- Head Non-Skating Official for the Alamo City Rollergirls
- Phone: (210) 842-1727
- Email: asesquivel05@yahoo.com
- Years Known: 1 Year

William Morrow

- Manager of Talent Acquisition at World Car Auto Group
- Phone: (580) 284-1630
- Email: william.morrow68@gmail.com
- Years Known: 1 Year

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Recommendations from LinkedIn

P.J. Lovejoy, a Former Editor at New Image Marketing Agency

Recommendation Left on January 15, 2015

"Lindsey was a shining star on my content desk at World Car Auto Group. She took direction incredibly well, asked lots of questions, and wrote clean and thorough. If an assignment needed to be turned around quickly, she was always be my go-to writer. I knew that I could trust her to be thoughtful as well as fast. It was a pleasure to be her editor."

Michelle Burgess, a Former Editor at New Image Marketing Agency

Recommendation Left on December 8, 2014

"Lindsey is a very conscientious employee and a solid writer in the tradition of old-school journalism. She is willing to take on any assignment given to her, takes direction well, and makes deadline; if problems arise, she is quick to let her supervisors know and help come up with solutions. She is adaptable and thorough."