

Lindsay Nadrich

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Summary:

Experienced communications professional with a passion for innovative storytelling, a background in business finance, and more than twelve years of experience executing successful campaigns that increase brand awareness, media coverage, and website traffic. Proven track record of creating engaging, clear, and compelling copy for various digital platforms, while adhering to brand voice guidelines. Skilled in developing successful communications strategies and leveraging new tools and technology to enhance customer experiences. I excel at project management, copywriting, simplifying complex topics, crafting innovative narratives, creating multimedia content, and executing public relations/communications strategies consistent with brand voice and tone.

Skills:

- Excellent written and verbal communication skills with customer-centered approach.
- Innovative storyteller with a passion for written and visual communication.
- Strong leadership and project management skills, with ability to manage multiple projects effectively.
- Ability to work collaboratively in a fast-paced environment, fostering positive relationships with a variety of stakeholders.
- Communications strategy development, public relations, writing and pitching press releases, multimedia content creation, social media management, copywriting, proofreading, video production, editing, Google Suite, Microsoft Office, Adobe Premiere Pro, MacOS, WordPress, Final Cut Pro, Adobe InDesign, Edius, ENPS, Asana.

Experience:

CASCADE HASSON SOTHEBY'S INTERNATIONAL REALTY – Portland, OR

Feb. '22 – Apr. '24

Public Relations Director

- Developed and executed comprehensive public relations and communications strategies that exceed KPIs and align with brand voice guidelines
- Crafted engaging brand materials for various channels including newsletters, intranet, email announcements, videos, presentations, and articles for the company's publications, including Cascade Life Magazine, 15 Bridges Magazine, and www.CascadeHasson.com
- Created and implemented internal communications strategies to keep employees informed and engaged
- Produced high quality video content to convey key messages, company updates, and training videos enhancing communication effectiveness
- Collaborated with key stakeholders and executives to ensure consistent messaging across all platforms
- Wrote, edited, and distributed press releases and media kits to announce news, events, and other business developments to local and national media
- Built and maintained strong working relationships with a variety of stakeholders
- Managed and developed multiple projects simultaneously under strict deadlines, including a “Belonging” campaign to promote diversity, equity, and inclusion in the industry and among employees
- Acted as a brand ambassador by ensuring consistency and adherence to brand guidelines in all communications and video content
- Monitored and analyzed media coverage to ensure accuracy and consistency of messaging

KOIN 6 NEWS – Portland, OR

May '20 – Feb. '22

Reporter/Multimedia Journalist

- Researched, pitched, wrote, edited, produced, and presented high quality video stories daily for the 4, 5, and 6 o'clock newscasts under strict deadlines
- Wrote and proofread compelling digital stories in AP style, resulting in increased web traffic
- Simplified complex issues and topics into compelling messaging
- Utilized social media marketing to increase engagement and brand awareness
- Developed and maintained strong working relationships with a variety of stakeholders, including government officials, executives, community members, etc.
- Managed multiple projects daily, while consistently meeting tight deadlines

KGW NEWS - Portland, OR

May '18 – May '20

Reporter/Multimedia Journalist/Lifestyle & Entertainment Reporter/Host/Fill-in Anchor

- Researched, pitched, shot, wrote, edited, and presented high quality video stories daily for the 4, 5, and 6 o'clock newscasts while working under strict deadlines
- Managed and tracked the social media strategy to exceed KPIs for digital visitors
- Wrote and proofread compelling stories in AP style for multi-channel platforms
- Acted as a brand ambassador by ensuring consistency and adherence to brand guidelines in all communications and video content
- Collaborated with cross-functional teams to gather insights for communication initiatives, ensuring alignment with overall goals
- Simplified complex issues and topics into compelling messaging

KREM 2 NEWS – Spokane, WA

Oct. '14 – May '18

Reporter/Multimedia Journalist/Fill-in Anchor

KHQ LOCAL NEWS – Spokane, WA

Aug. '12 – Sept. '14

Reporter/Multimedia Journalist/Producer

CNBC – Englewood Cliffs, NJ.

Jan. '12 – Aug. '12

Production Associate

EDUCATION:

ARIZONA STATE UNIVERSITY: Master's Degree

Class of 2011

Mass Communication with an emphasis on Business Journalism from the Walter Cronkite School of Journalism and Mass Communication

UNIVERSITY OF WASHINGTON: Bachelor's Degree

Class of 2009

Bachelor of Arts Degree: Business Finance from the Michael G. Foster School of Business