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MARIA LINDSEY

DIGITAL MARKETING & CUSTOMER EXPERIENCE LEADER

Website Experience & SEO Transformation | CRM & Digital Workflow Improvements | Customer Self-Service Modernization

PROFESSIONAL SUMMARY

Multidisciplinary digital leader with 14+ years of experience bridging creative strategy, technology, and business operations. Passionate about solving complex challenges, simplifying processes, and transforming ideas into practical, scalable solutions. Thrives on identifying opportunities, challenging conventional approaches, and bringing cross-functional teams together to rethink how things work and create better digital experiences. Combines hands-on creative and technical expertise with strategic thinking, collaborative leadership, and a drive to turn complexity into clarity and meaningful improvements into reality.

AREAS OF EXPERTISE

Strategy and Leadership Digital Strategy | B2B Marketing | Team Leadership | Customer Experience | Digital Transformation | Employee Engagement
Business Systems & Growth CRM Strategy | Marketing Automation | Process Improvement | Customer Retention | Sales Enablement
Web and Performance E-Commerce | SEO | Paid Media | UX Optimization | Web Strategy | Conversion Optimization
Creative and AI Creative Direction | Content Strategy | Visual Storytelling | Graphic Design | Multimedia Production | Generative AI

DIGITAL MARKETING MANAGER

Rolled Alloys | Monclova, OH | 2023–Present

- Lead digital marketing, customer experience, and transformation initiatives for a specialty metals distributor serving industrial and advanced manufacturing markets across 13 U.S. and Canadian facilities.
- Manage and develop a multidisciplinary team spanning digital marketing, content strategy, SEO, creative production, website management, and internal communications.
- Partner with Sales, IT, Operations, developers, QA, and executive leadership to modernize digital quoting, e-commerce, inventory discovery, customer self-service, and cross-functional business processes.
- Guide Salesforce CRM strategy and improvement initiatives focused on data quality, system adoption, user enablement, workflow optimization, and alignment with business needs.
- Direct website and e-commerce strategy across information architecture, technical SEO, accessibility, conversion optimization, and customer journeys, translating analytics and user feedback into actionable improvements.
- Champion practical applications of AI, automation, and emerging technologies to improve organizational workflows, information accessibility, and operational efficiency.
- Lead creative direction and hands-on production of multimedia, branded environments, and large-format visual installations, including original environmental graphics for multiple corporate facilities.
- Translate business objectives, customer insights, and technical requirements into coordinated digital initiatives, aligning stakeholders around priorities and measurable outcomes.

CONTENT MARKETING SPECIALIST

Rolled Alloys | Temperance, MI | 2021-2023

- Developed and executed B2B content strategies across website pages, industry articles, press releases, social media, and digital campaigns, translating complex technical information into accessible, engaging communications for industrial audiences.
- Led a cross-functional social media team spanning multiple departments and company locations, coordinating content contributions, strengthening brand consistency, and expanding collaboration across the organization.
- Established internal content-gathering initiatives and trained employees to identify, develop, and share company news, facility updates, customer stories, and multimedia content to support company-wide marketing efforts.
- Managed corporate social media channels and partnered with internal stakeholders on website content, SEO improvements, digital campaign execution, and brand guideline adherence.
- Monitored and analyzed marketing campaign performance, communicating results, insights, and progress toward department goals to internal stakeholders.
- Supported integrated marketing initiatives through promotional material development, internal communications, and marketing budget administration.

DIGITAL MARKETING & SALES SPECIALIST

Laserblast Laser Tag Equipment | *Plymouth, MI* | *2019-2021*

- Executed integrated B2B marketing initiatives for an international laser tag equipment manufacturer serving family entertainment centers and commercial entertainment venues.
- Developed digital and print marketing materials, including product campaigns, sales collateral, case studies, customer success stories, and promotional content to support brand awareness and lead generation.
- Managed organic and paid social media marketing, including geographically targeted advertising and geofencing campaigns surrounding industry trade shows, host cities, and prospective customer audiences.
- Maintained and optimized WordPress and WooCommerce websites, supporting e-commerce functionality, content development, on-page and technical SEO, and improvements to the digital customer experience.
- Produced professional photography, videography, and multimedia content showcasing equipment, customer installations, product demonstrations, and entertainment experiences.
- Supported B2B sales efforts at national industry trade shows and expos, engaging prospective buyers, conducting live equipment demonstrations, communicating product capabilities, discussing customer needs, and helping advance sales opportunities through relationship-building.
- Created and managed email marketing campaigns through Mailchimp, supporting product promotions, customer communications, and sales outreach.
- Contributed to product user experience through touchscreen interface design for laser tag equipment, combining visual design with intuitive, customer-facing functionality.

MULTIMEDIA DESIGNER & DIGITAL STRATEGIST

Hidden Television (Reflective Security LLC) | *Toledo, OH* | *2012-2018*

- Managed a portfolio of five WordPress websites, leading site migrations, content restructuring, website maintenance, and ongoing digital improvements.
- Implemented technical SEO, content strategies, and analytics-driven optimizations using keyword research, backlink analysis, and Google Analytics.
- Applied information architecture and UX principles to website design, conducting A/B testing and cross-device evaluations to improve digital experiences.
- Developed multimedia marketing and educational content, including product photography, instructional videos, technical articles, email campaigns, and print materials.
- Coordinated digital projects, provided WordPress training, and supported customer-facing sales through consultations, product demonstrations, and technical guidance.

OWNER | DIGITAL MARKETING & CREATIVE CONSULTANT

MargeMedia.com | *Dundee, MI* | *2011-Present*

- Lead an independent creative and digital marketing business, combining strategy, multimedia production, web development, and brand storytelling for diverse clients.
- Translate client visions and business objectives into cohesive digital experiences, producing photography, video, visual identities, websites, and integrated marketing content.
- Design and manage WordPress and WooCommerce websites, implementing SEO, email marketing, social media strategies, and performance analysis to support digital visibility and engagement.
- Oversee end-to-end client relationships, including discovery, creative direction, project planning, contracts, pricing negotiations, and delivery of customized solutions.
- Conceptualize and create original visual work across digital, print, and physical environments, combining graphic design, photography, digital compositing, multimedia production, and brand storytelling to transform abstract ideas into distinctive creative experiences.

ADDITIONAL HANDS-ON EXPERIENCE

Previous professional experience spans production environments, hands-on trades, sales, and customer-facing service roles. I developed firsthand familiarity with operational workflows, quality expectations, workplace safety, problem-solving, and the importance of clear cross-team communication. These experiences continue to influence how I approach problem-solving, collaboration, and leadership.

DIGITAL PLATFORMS & TECHNOLOGY

AI & Automation: ChatGPT · Microsoft Copilot · Copilot Studio · Generative AI · Workflow Optimization
CRM & Marketing Technology: Salesforce · HubSpot · Mailchimp · Marketing Automation · Customer Segmentation
Analytics & Optimization: GA4 · Google Ads · SEMrush · Microsoft Clarity · Databox · Power BI
Web & E-Commerce: WordPress · Elementor · WooCommerce · Angular E-Commerce · SEO · UX Optimization
Creative & Production: Adobe Creative Cloud · Photoshop · Illustrator · Premiere Pro · Lightroom · Canva · Photography · Video Production
Collaboration & Project Management: Microsoft 365 · SharePoint · Teams · Viva Engage · Monday.com · Trello · Airtable