

# Contact

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# Lindsey May Erickson

Myers Briggs: ENFJ  
Enneagram 7w8

Positivity | Belief | Restorative | Includer | Communication

## Skills

Event Planning & Coaching  
Content Creation  
Google Streak/Nutshell (CRM)  
Marketing Strategy  
Writing/Editing

## Extracurriculars

### Gathered Company Founder & CEO

(January 2024-Present)

Online event planning/  
coordination service with a  
focus on equipping anyone to  
host their own event.  
I manage the social media  
platforms, content creation,  
planning template sales, and  
client-relations.

### University General Education Council

Junior Representative  
(August 2021-May 2022)

Attended meetings with  
faculty to discuss potential  
changes to ACU's curriculum  
requirements.

### American Marketing Association

Events & Professional  
Development Coordinator  
(May 2020-May 2022)

Organized, planned, and  
delegated student member  
events and meetings.  
Enrollment doubled and event  
attendance increased by 60%

## Involvement

Managed a portfolio of 2.1M  
dollars for the Student Trading  
and Research Class & managed  
the social media for this class

Participated in a class that  
acted as a community  
foundation board to allocate  
\$50,000 to local nonprofits

## Education

**Abilene Christian University**, Abilene, TX | **Bachelor in Business Administration**  
Majors in Marketing + Management, Minor in Psychology

## Work Experience

### Campus Victory Project

#### Victory Representative

(May 2022-Present)

- Provides consultative services to campaigns at Universities across the West Texas district
- Heads diverse campaign initiatives, strategic analysis to optimize electoral outcomes according to region, & fosters student efforts on GOTV initiatives to advance engagement within the collegiate landscape

### Pharos Resources

#### Client Development Representative

(July 2023-November 2023)

- Conducted in-depth research on prospective clients & institutions
- Performed comprehensive 1-hour demonstration of the Pharos 360 software
- Represented Pharos Resources at national conferences to engage with higher education leadership & expand Pharos' professional network

### Student Government Association (SGA), Abilene Christian University

#### Student Body President

(April 2022-May 2023)

- Responsible for developing the 2022-23 year long plan for SGA in coordination with university goals and the student body's needs--this includes managing a budget of over \$200,000 and allocating it appropriately
- Interviewed & hired 6 cabinet members; funded & ensured the success of 100+ student organizations, & increased student worker minimum wage

#### Press Secretary

(April 2021-April 2022)

- Created Social Media Guide, Schedule, & Analytics Tracker templates; increased social media engagement by 81.9%
- Helped plan, delegate, & promote all SGA events; facilitated all video & photography
- In charge of the ACU Spark app; tested this app, created interactive challenges, & handled giveaways/communication

### Students International (SI), Magdalena Milpas Altas, Guatemala

#### Business Development Intern

(May 2022-July 2022)

SI hosts short-term teams & places them with long-term missionaries who are fully integrated into the community.

- Created a finance handbook and budget template for first-time business owners
- Researched & brainstormed ideas to expand SI's current offerings to business start-ups, tourism, & sustainability opportunities
- Learned to communicate & translate documents to Spanish

### College of Business Administration, Abilene Christian University

#### Communications & Marketing Events Assistant

(August 2021-May 2022)

- Coordinated testimony projects involving faculty and students
- Co-managed various social media platforms, researched internships, & increased search engine optimization by 41%

### Abilene Chamber of Commerce, Abilene, TX

#### Marketing & Communications Intern

(January 2021-May 2021)

- Wrote and built daily newsletters to send to 1,000+ people and local businesses
- Created content for 7 social media pages using writing, design & applicable research
- Responsible for press releases, sales scripts, member spotlights & email inquiries