

Lyndsey C. Jackson

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Education

The University of Georgia, Athens, GA

Bachelor of Arts in Journalism – Public Relations, Spanish Minor, New Media Certificate

Certifications: Google Analytics, CITI Social and Behavioral Research

December 2018

GPA: 3.63/4.00

Work Experience

Goldman Sachs

Financial Crime Compliance Summer Analyst – E-communications Team

Salt Lake City, UT

May 2018 – Present

- Conduct reviews of over 5,000 messages to detect potential bribery cases
- Develop online surveillance systems to detect offline business communication through code and lexicon
- Analyze social media data to detect, prevent and mitigate reputational and regulatory risk using Microsoft Excel

Children First, Inc. & Athens-Oconee Court Appointed Special Advocates

Athens, GA

Public Relations and Social Media Intern

May 2017 – August 2017

- Created and implemented media plan to drive increased awareness to volunteer programming
- Pitched relevant stories to curate Facebook, Twitter, Instagram, website and blog posts
- Analyzed Google Analytics to understand web traffic and growth amongst digital platforms

Creative Consultants: Student-Run Public Relations Firm

Athens, GA

Copywriter for Emory School of Nursing (Year-Long Project)

August 2016 – May 2017

- Produced written content such as press releases and email pitches to promote social and web events
- Worked with a team of six to meet client needs of creating a unified student body on the nursing campus

The University of Georgia

Athens, GA

Office of the Dean of Students Student Staff Worker, Reception and Customer Service

August 2015 – Present

- Communicate office and campus resources to hundreds of students, parents, and faculty
- Prepare Excel sheets, professional email and other tasks delegated by Deans and supervisors
- Train one to two new student staff members on daily workflow and tasks each year

LyndseyCamille.com

Web developer and content creator for www.lyndseycamille.com/portfolio

February 2012 – Present

- Develop and maintain websites and native and web-based applications for various clients and organizations
- Curate content (i.e. blog posts, articles, social media posts) to drive web traffic and increase readership
- Analyze viewership using Google Analytics to build an engaged community based on data observations
- Manage and negotiate sponsorships to build an online presence and brand relationships

Leadership & Development

Management Leadership for Tomorrow (MLT), Career Prep Fellow and Recruiting Captain

March 2017 – Present

- Selected as one of 350 for an 18-month professional development program
- Led university cohort in planning three campus events which generated over 35 program applicants

Student Alumni Council, Selected member, Campaigns Chair

February 2017 – Present

- Manage budget of over \$1,500 and allocated funds as needed for the annual Senior Signature campaign
- Plan and execute two week-long events generating over \$108,000 and 2,365 program participants

TEDxUGA, Student Advisory Council, Lead Team – Promotions and Logistics

January 2017 – Present

- Manage over 30 speakers and entertainers to perform to a diverse audience of over 2,000
- Develop event and media plans to engage over 2,000 social media followers and generate 2,100 ticket purchases

Georgia Daze, Minority Recruitment Program, Secretary and Undergraduate Advisor

April 2016 – Present

- Coordinate all written content to increase internal and external engagement
- Plan organization fairs, alumni panels and university events garnering over 100 attendees

Skills and Languages

Computer Literacy: Xcode, HTML/CSS, PHP and Adobe Creative Suites (Photoshop and InDesign), Microsoft Excel

Language: Spanish – Limited Working Proficiency, Interagency Language Roundtable Level 2

Honors and Awards

Swann Seiler Leadership in Public Relations Scholarship

Outstanding Senior Leader, Class of 2018

UGA Student Employee of the Year Nominee, Top 100

CURO Research Scholar

Jerry Anthony Outstanding Student Staff Award Nominee