

# Lindsay Dahl

Alexandria, VA 22314

<http://www.linkedin.com/in/lindsaydahl>

## EDUCATION

### **Boston University College of Communication**

Boston, Massachusetts

### **Bachelor of Science in Communication**

Concentration in Public Relations

Minor in Political Science

May 2008, GPA 3.2/4.0

## RELATED EXPERIENCE

### **Edelman**, Washington, DC

*Digital Public Affairs Intern – Corporate/Crisis*

May 2008 – present

- Manage daily blog monitoring for clients and craft responses as necessary
- Create media lists and draft pitch notes to bloggers
- Analyze and write reports regarding online discussion about clients
- Assist with web site audits, reviewing web sites in terms of content and structure, and providing recommendations for improvement
- Add content to client web sites

### **Red Agency**, Sydney, Australia

*Public Relations Intern*

October – December 2007

- Coordinated and executed publicity activities, drafted press releases, contacted media and worked directly with client to judge entrants for pet food diet contest, resulting in national winner coverage in the *Adelaide Advertiser*
- Collaborated with Senior Account Executive on Vivo Café launch by writing press materials, assembling press kits and assisting at the event
- Participated in new business brainstorms
- Completed daily media monitoring for technology accounts

### **Earth Day Network**, Washington, DC

*Communication and Marketing Intern*

May – August 2007

- Catalogued appropriate congressmen to target for carbon emission reduction campaign
- Reported on congressional hearings for energy and environmental issues, such as low carbon fuel standards and oil interdependence
- Pitched back-to-school energy saving tips to women and education magazines
- Researched and edited content for EDN blog, discussion board and Earth Day Television

## OTHER EXPERIENCE

### **BU Office of Housing**, Boston, Massachusetts

*Office Assistant*, September 2005 – May 2008

- Performed general administrative duties, such as answering phones, greeting visitors, filing, copying, faxing and mailing

### **Rockville Swim Center**, Rockville, Maryland

*Lessons Supervisor*, May 2006 – August 2007

- Oversaw 8-10 swim instructors
- Swim Instructor*, September 2001 – August 2007
- Taught students from age 2-14 basic swimming and safety skills

### **Farthing and Farthing, P.C.**, Rockville, Maryland

*Administrative Assistant*, May – August 2005

- Aided two estate lawyers with notaries, calls, faxes and mailings
- Organized and analyzed client financial records

## SKILLS

*Computer:* Windows and Macintosh OS, Microsoft Office Suite, Outlook, Adobe Creative Suite, Quicken, Filemaker Pro, Vocus, Bacon's, Google Reader, OmeaReader, PeopleSoft, basic HTML, basic CSS

*Social Media:* WordPress, Blogger, Facebook, Twitter, Flickr, LinkedIn, YouTube, del.icio.us

*Languages:* Working knowledge of Spanish, basic knowledge of American Sign Language

## ACTIVITIES

- Alpha Phi Omega service fraternity  
*Secretary, Spring 2005*
- 'Being You' on BUTV  
*PR Coordinator, Writer and Production Staff, Spring 2005*
- Boston University Choral Society  
*Chamber Singers, Spring 2005*
- Dance Theatre Group
- Public Relations Student Society of America