



LINDSEY PERKINS

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# PROFESSIONAL PURSUITS

*career highlights* .....

..... check out my digital portfolio: [linzperkins.com/pro](http://linzperkins.com/pro)



## ..... *association affiliations*

### SPOKANE HOME BUILDERS ASSOCIATION **SHBA**

Former Chairperson (PWB Council), event planning, strategic communications, community outreach

### NATIONAL ASSOCIATION OF WOMEN IN CONSTRUCTION **NAWIC**

Committee participation, event collaboration, professional networking

### INTERNATIONAL INTERIOR DESIGN ASSOCIATION **IIDA**

Active member, contributor to industry-specific events and collaborating on Zero Landfill

### NATIONAL KITCHEN & BATH ASSOCIATION **NKBA**

Active participant, industry networking, event hosting and KBIS fanatic

### NORTH IDAHO BUILDING CONTRACTORS ASSOCIATION **NIBCA**

Active member, community outreach involvement and Parade of Homes attendee

### BUILDING OWNERS & MANAGERS ASSOCIATION **BOMA**

Event volunteer and advocate with marketing material design work

### GREATER SPOKANE INCORPORATED **GSI**

Networking events, strategic partnerships

## PUBLIC-FACING COMMUNICATIONS *and* COMMUNITY ENGAGEMENT

Experienced in campaign creation, event planning, and outreach strategy

across civic, business, and nonprofit sectors — from concept through execution. Skilled in connecting with diverse audiences, coordinating multi-channel promotions, and building lasting partnerships that drive engagement and visibility.

## *core areas of expertise* .....

### Marketing *and* Strategic Communications

- Extensive experience designing and executing multi-channel campaigns.
- Proven ability to engage targeted audiences through tailored messaging and analytics driven strategies.
- Skilled in managing strategic communication initiatives, increasing brand visibility and market reach.

### Research *and* Audience Development

- Adept at identifying target markets, analyzing competitor activities, and interpreting consumer data.
- Successfully conducted market research leading to improved sales performance and targeted outreach.
- Strong analytical skills paired with creative insights to effectively reach and engage key audiences.

### Project *and* Event Management

- Successfully planned and executed highly impactful industry events such as golf tournaments, open houses, trade shows.
- Exceptional organizational and logistical capabilities, with proven ability to coordinate teams and external partners.
- Ability to manage multiple projects simultaneously, ensuring timely and quality outcomes.

### Creative *and* Brand Strategy

- Proven track record in developing brand identities, marketing collateral, digital content, and promotional materials.
- Ability to guide creative teams, ensuring consistent brand voice and standards.
- Extensive experience in digital, print, social media, photography, and video production.

### Business Development *and* Partnerships

- Experience developing strategic B2B partnerships, enhancing company exposure and increasing sales pipelines.
- Skilled in building and nurturing professional relationships, translating connections into business opportunities.