



**LINDSEY PERKINS**

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..... 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.

# **PROFESSIONAL PURSUITS**

## *career highlights*



### *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.