

# Lindsay Sieber

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Lancaster, NY 14086  
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## OBJECTIVE:

Seeking a position in marketing or business with a preferable focus on writing.

## EXPERIENCE AND EMPLOYMENT:

- 2007-present *Marketing Project Coordinator, Roswell Park Cancer Institute, Buffalo, NY.*  
Responsible for the strategic planning, organization and execution of marketing projects for the Institute, including the coordination of regional advertising campaigns. Planned and launched the marketing aspects of the innovative Y Roswell campaign, designed for Generation Y. Also acted as marketing spokesperson for Roswell at national meetings and conferences.
- 2006-2007 *Copywriter/Sales Assistant, Programming/Promotions Assistant and Marketing Coordinator, CBS Radio/Regent Broadcasting of Buffalo, NY.*  
Responsible for the writing of copy for 5 Western New York radio stations, the coordination of proposal writing and design, account list management, monthly Media Monitor reports, weekly call logs for all account executives, as well as the packaging of sales materials for staff and management. Also supported the Programming and Promotional departments for 92.9 JACK-FM and provided administrative support for the company as a whole when required.
- 2006-2006 *Sales Associate, The Skater's Edge, Williamsville, NY.*  
Responsible for store organization, copywriting for online retail sales, stock and inventory, as well as customer service, phone and cashier duties.
- 2005-2006 *Intern, Pure Contemporary Online Magazine, based in Buffalo, NY.*  
Rounded experiences with copywriting, designing cover features, product and client research, marketing, and search engine optimization. Ensuring that all copy, research, and linkage were complete and organized effectively under restrictive deadlines.
- 2005 *Website and brand development, local skating retail company, Williamsville, NY.*
- 2002-2004 *Teacher's Assistant, BEAM Program, Daemen College, Buffalo, NY.*  
Assisted in teaching of math, engineering and computer skills to under-privileged children. Organized daily group activities, gaming, and also supervised during all on and off campus student activities.
- 2003 *Sales Associate, Linens N Things, Cheektowaga, NY.*  
Responsible for store organization, inventory duties, as well as cashier and customer service activities.
- 2001-2002 *Library Page, Lancaster Public Library, Lancaster, NY.*  
Responsible for organization of all books and media materials, computer assistance,

**EDUCATION:**

- 2002-2006      B.S. in Communications, Digital Media Arts program, Canisius College, Buffalo, NY.  
Digital Media Arts Club  
Focus included Creative Writing, Scriptwriting, Analysis of Television, Graphic and  
Web Design, Audio Production, and English.
- Spring 2005      University of the Sunshine Coast, Sippy Downs, Australia.  
Study Abroad Program, Australian Culture and Society intensive.
- 1999-2002      N.Y.S. Regents Diploma, Cheektowaga Central, Cheektowaga, NY.  
Cisco Networking 2-year program  
Drama productions

**SOFTWARE:**

Adobe Photoshop and Illustrator, Macromedia Director, Dreamweaver, and Flash,  
Microsoft Word, Excel, Powerpoint, and Outlook. Also familiar with the radio  
database program Arbitron/Scarborough.

**HARDWARE:**

Mac and PC compatible, digital camera, digital video camera.

**REFERENCES:**

Available upon request.