

Lindsay Mahon

PUBLIC AFFAIRS & COMMUNICATIONS STRATEGIST

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PROFESSIONAL SUMMARY:

Creative, dynamic, and forward-thinking communications professional with 15+ years of industry experience leading major communications initiatives from research to implementation. I am passionate about problem-solving and affecting positive change through strategic branding, storytelling, and innovative concepts. Demonstrated success with clients ranging from Fortune 500 companies to startups and spanning verticals that include government, nonprofit, CPG, education, technology, healthcare, and finance. Currently holds DoD Security Clearance.

CAREER HIGHLIGHTS:

- ◆ **Crisis communications experience:** Successfully addressed multiple high-visibility communication efforts including COVID-19, Operation Warp Speed, aviation incidents and accidents, Operation Allies Rescue, cancer studies and toxic exposure mitigation efforts, grant funding issues, and national product recalls.
- ◆ **Developing winning brand campaigns:** Several awards for highly successful campaigns, including a Silver Lion at the Cannes Lions International Festival, the world's most prestigious annual advertising awards.
- ◆ **Staff management:** 8+ years of building, coaching, and leading high-performing teams.
- ◆ **Transformational leadership:** A robust track record for driving change in big, bureaucratic systems.

AREAS OF EXPERTISE:

Branding
Public Relations
Digital Marketing
Event Planning

Content Development
Project Management
Social Media Strategies
Copywriting & Technical Writing

Media Relations
Marketing Strategy
Government Relations
Business Development

PROFESSIONAL EXPERIENCE:

AXIOM RESOURCE MANAGEMENT INC. - FALLS CHURCH, VA

Program Manager; Strategic Planning

(10/2020 - 2/2024)

Team lead for federal contract supporting The Air Force Surgeon General's Office of Congressional and Public Affairs. Led a team of 5 personnel executing internal, external, and command information to ensure the Surgeon General's priorities were clearly articulated to senior leaders, the medical community, Congress and the public.

- Oversaw the hiring, training, staff assignments, production process, review, and release oversight for the public affairs content team in a deadline-driven environment while communicating and enforcing high editorial standards.
- Developed communication plans, and comprehensive public affairs guidance for all public affairs activities of the Air Force Medical Service across the globe to ensure impactful messaging that meets multiple communication priorities.
- Authored congressional testimonies for the Surgeon General and senior leaders and assisted in preparing them for congressional hearings and hill engagements.
- Contributed to congressional objectives by tracking pertinent legislation and developing messaging, talking points, speeches, and presentations to build support for public policy and funding essential to the AFMS's success.
- Collaboration and development of cross-functional partnerships from multiple disciplines including military service representatives, healthcare providers, media, and policymakers to design effective communication strategies.
- Authored the winning proposal for the current contract, increasing it overall by 25%. Maintained an employee retention rate of 95% over three years in a severely understaffed office without the benefit of financial incentives.

Acting Chief of Media Operations

(8/2022 - 2/2024)

- Actively engaged with local, regional, and national media and service partners to successfully achieve the Air Force Medical Service's communications objectives while providing timely responses to inquiries, helping journalists narrow their field of focus through thoughtful dialogue, and leveraging established media relationships to pitch new topics.
- Addressed high-visibility communication efforts including COVID-19, cancer studies, Operation Allies Rescue, and command reorganization efforts by coordinating subject matter experts to contribute to message development.
- Liaised with the Office of the Secretary of Defense, the Secretary of the Air Force, and the Chief of Staff of the Air Force's public affairs teams to coordinate several external engagements, including major motion picture opportunities

and senior leader interviews with top U.S. and international media coverage. Garnered millions of dollars in free publicity while placing the Air Force and medical Airmen in a positive light.

- Developed customized media training for senior leadership and subject matter experts to prepare them for high-profile interviews, speeches, and presentations. Facilitated interview oversight, agency coordination, and evaluation of outcomes to further develop our media engagement strategies.

Senior Public Affairs Specialist

(6/2020 - 10/2020)

- Planned, developed, and produced informational materials concerning the Air Force Medical Service mission, programs, and activities for dissemination to stakeholders that resulted in high impact and favorable outcomes.
- Wrote, curated, edited, and organized internal and external Air Force Medical Service original content.
- Developed and disseminated information to stakeholders using a full range of media and communications methods based on assignment, these included Town Halls, roundtables, senior leader speeches and Congressional testimony, memorandums, print publications, press releases, social media campaigns, Q&A and FAQ documents, one-pagers, website updates, and/or video presentations.
- Redesigned an internal publication to establish brand identity which resulted in a 60% increase in readership.

AUGUST CREATIVE MARKETING AGENCY - REMOTE

Director of Content Strategy

(7/2016 - 3/2020)

Developed branding and messaging strategy and executed content creation across all channels while managing client relations for B2B clients and agency assets. Clients included Microban, Hoover, Hostess, University of North Carolina at Charlotte, Guilford Technical Community College, and other local brands.

- Crafted concepts, developed, and executed campaigns, and produced content for brands across a variety of industries utilizing a wide range of formats which included SEO-optimized blog posts, emails, newsletters, social media content, internal messaging, and print marketing materials.
- Built a strong brand awareness campaign through thought leadership, conferences, and speaking engagements that led to a 78% increase in inbound leads year-over-year.
- Led and implemented multi-channel campaigns, digital and offline that included social media, paid search, display ads, radio, print, and drove qualified leads to our clients that exceeded lead goals.
- Created a successful corporate reputation management campaign for a client that contributed to an increase in annual revenue through new customer acquisition, retention, and expansion efforts.

MOWER; ADVERTISING & MARKETING AGENCY - CHARLOTTE, NC

Account Planner

(5/2014 - 6/2016)

Developed integrated marketing plans and drove the agency's strategic direction to ensure the relevancy of solutions based on a deep understanding of the client, audience, brand and marketplace. Worked with research to distill data down to fundamental truths and insights for B2B and B2C clients. Clients included Chiquita, Domtar, FedEx, Georgia-Pacific, Freightliner, KeyBank and others.

- Developed and implemented strategic and competitive positioning that delivered ideas, plans, and products that aligned with brand goals and led to increased client sales.
- Analyzed, interpreted, and utilized data and market research to identify strategic business opportunities.
- Performed in-depth interviews, focus groups, and led strategy workshops to develop customer journey maps, personas, and messaging strategies with content and tactics that aligned with strategic objectives and brand philosophies.
- Unearthed and leveraged insights on consumer behavior/needs, segmentation and audience targeting in an actionable way in order to influence decision-making and content creation.

ELECTROLUX (CONTRACTOR) - CHARLOTTE, NC

Product Marketing Consultant

(3/2013 - 3/2014)

Brand marketing and product planning to improve the portfolio of Electrolux and Eureka floor care products.

- Created and executed strategic marketing plans, business cases, and product generation plans. Managed the review and analysis of market research, consumer trends, and competitive intelligence to identify consumer opportunity areas.
- Drafted product messaging, packaging, digital copy, consumer literature, and sales presentations for new platforms.

WHITESPACE; MARKETING & PR AGENCY - CHARLOTTE, NC

Account Executive; Public Relations

(6/2010 - 11/2012)

Managed client relations and business development during the agency's expansion to Charlotte. Responsible for developing and managing PR efforts and developing client websites and external platforms, as well as event planning and advertising. Clients included The City of Charlotte, the Charlotte Mayor's Office, and nonprofit projects.

- Developed branding and a successful promotional campaign for the City of Charlotte's Department of Energy sustainability grant program that consisted of 20 simultaneous projects, each with a variety of tactics, stakeholders and moving parts, while also managing the PR for the overall Power2Charlotte brand.
- Wrote and distributed press releases, media kits and fostered positive media relations resulting in increased coverage.
- Created content for client websites and social media channels. Developed e-newsletters, email outreach campaigns, and drafted thought-leadership articles to grow reach. Interpreted analytics to make clear strategy recommendations.
- Served as project spokesperson for various stakeholders and vendors including the Charlotte City Council.
- Coordinated promotional events, speaking engagements and media interviews for the Mayor and Sustainability Manager regarding the project. Drafted talking points and conducted media training to prepare them for such events.

AUGUST CREATIVE MARKETING AGENCY - CHARLOTTE, NC

Social Media Manager

(1/2010 - 6/2010)

Managed social media outreach for B2B clients and crafted messaging strategies and promotional content.

- Created and edited content for social media campaigns and managed community interaction and responses. Monitored metrics, trends, and media to identify opportunities to optimize reach and engagement.
- Planned initiatives that successfully established lasting partnerships. Designed and coordinated marketing collateral and assisted in promoting clients at trade shows, expos, and media events.

VMS INTEGRATED MEDIA INTELLIGENCE SOFTWARE - WASHINGTON, DC

Collaborated with PR teams from corporations, agencies, and government organizations to help them properly track, manage, and analyze their ad value and national media exposure.

Account Executive

(3/2009 - 12/2009)

- Exceeded client acquisition targets by 36% for the full year of 2009.

Assistant Account Executive

(12/2008 - 3/2009)

- Exceeded growth targets each month.

CITY TAVERN CLUB - WASHINGTON, DC

Events Assistant

(8/2008 - 12/2009)

Assisted in the planning and execution of events and meetings at one of DC's top social venues.

EDUCATION & ADDITIONAL TRAINING

Masters in International Relations, 2018

GENEVA SCHOOL OF DIPLOMACY

Geneva, Switzerland

Bachelors Degree in Communications, 2008

EAST CAROLINA UNIVERSITY

Greenville, NC

Certifications/ Additional Training:

- "Working with Congress" course: by The Government Affairs Institute at Georgetown University
- "Delivering Congressional Testimony" workshop: by The Government Affairs Institute at Georgetown University
- Public Information Officer Course; by Emergency Management Institute, FEMA
- Counterintelligence Awareness Certificate CI201.CU; by STEPP
- AdWords Certification; by Google
- Digital Marketing Certificate; by Google
- U.S. Public Policy Certificate; by Harvard University
- (currently completing): Project Management Professional Certification (PMP); by PMI

Technical proficiency with: CMS (AFPIMS, DVIDS, Umbraco, WordPress, Wix), Project management software (Asana, SharePoint, Basecamp), Social media services (Sprout Social, Meltwater, HootSuite), Graphic design software (Photoshop, Canva, Adobe Express), Video production software (Premiere Pro, Final Cut Pro, iMovie, Vimeo), Direct marketing services (Govdelivery, CreateSend, Mailchimp, Constant Contact), Virtual events (Microsoft Teams, Zoom), Google Analytics, Salesforce, Marketo, Eloqua, Cision, Vocus.

Volunteer Activities:

Geneva School of Diplomacy; Research Fellowship 2017-2018

UN Volunteer; work on SDG awareness report for UNDP 2017-2018

Women in Foreign Policy Group, DC; event volunteer