

Sam Lindsey

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SKILLS

- Digital Marketing & SEO Strategy: Proficient in full-funnel digital marketing and on-page SEO, leveraging industry tools like Ahrefs and MOZ to develop keyword strategies that improve search visibility.
- AI Integration & Workflow Optimization: Skilled in using generative AI to streamline daily tasks and enhance problem-solving. Staying adaptable as new tools emerge to keep workflows efficient and modern.
- Operational Excellence & Detail Orientated: Highly organized with a focus on precision. Specialized in building systems and processes that ensure consistent quality control and operational accuracy.

EXPERIENCE

Green House Sales & Marketing

Orem, UT

Manager of Process and Systems

Jan 2026 - April 2026

- Designed and implemented an operations workflow in ClickUp to replace Monday.com. This system improved process consistency, accountability, and cross-functional coordination.
- Developed a comprehensive library of SOPs for all agency service offerings, ensuring consistent quality and reliable delivery across departments.
- Integrated AI automations within ClickUp to manage task handoffs and administrative reporting, reducing manual overhead.

Project Manager

Jan 2025 - Dec 2025

- Managed a portfolio of 12 client accounts with a combined revenue of \$72,000, overseeing full-funnel digital marketing campaigns from initial strategy through final delivery.
- Mentored and led a student marketing team, providing oversight on goal setting, performance tracking, and professional development to ensure all project milestones were met.
- Managed the end-to-end development of eight comprehensive, SEO-optimized WordPress websites for clients such as UMFT Clinic and Bean Orthodontics.

Digital Marketing Specialist

Sep 2024 - Dec 2024

- Executed hands-on technical SEO, paid media, and social media campaigns, utilizing Ahrefs, Google Analytics, and WordPress to drive measurable client growth.
- Managed Google Business Profile enhancements for Brava Awards, which contributed to a 126% increase in calls and an 84% increase in profile interactions.
- Developed a comprehensive SEO strategy for Sew Vintage, resulting in a 274% increase in ranking keywords and a 72% increase in Google Business Profile interactions.

Wise Security Solutions

Draper, UT

Marketing Intern

Nov 2023 - Sep 2024

- Designed and launched three websites with a focus on user experience and SEO, including herping.com.
- Researched, wrote, and published 60+ SEO friendly blogs to increase online visibility.
- Built and managed Facebook and Instagram accounts, creating content calendars, graphics, and posts.

Sunpro

Springville, UT

Yard & Floor Associate

May 2018 - Jun 2025

- Maintained organized workflows and high standards in a high-volume environment. Trusted to operate heavy machinery.
- Communicated effectively with diverse clientele to resolve issues and manage orders efficiently.

EDUCATION

Utah Valley University, Woodbury School of Business

Orem, UT

Bachelor of Science - Major: Marketing, Minor: Business Management

Expected Grad May 2027