

ABBI LINDSEY

Bachelor of Science - Communications

American Board for Certification of Teacher Excellence (May 2025 Anticipated Completion)

Master of Science - Digital Marketing (Fall of 2025 Anticipated Graduation)

PERSONAL PROFILE

Creative and results-driven professional with a strong background in recreation coordination, event planning, and digital marketing. Passionate about community engagement, branding, and social media strategy. Experienced in leading successful programs, managing teams, and creating high-impact digital content. Currently pursuing a Master's in Digital Marketing to further expand expertise in branding, content creation, and marketing analytics.

WORK EXPERIENCE

SIKESTON PUBLIC SCHOOLS

Substitute Teacher | August 2024 - Present

- Supported long-term and short-term classroom needs across multiple disciplines.
- Designed engaging lesson plans incorporating branding, social media, and business fundamentals.
- Adapted quickly to various classroom environments and grade levels.
- Utilized Google Classroom, Kahoot, and Canva to enhance interactive learning.
- Managed classroom behavior, provided mentorship, and encouraged student leadership and collaboration while providing strong communication with staff, students, and parents.

SIKESTON PARKS AND RECREATION

Recreation Coordinator | June 2022 - June 2024

- Created and maintained new and existing recreation activities and events.
- Directed the first year of Sikeston Parks and Recreation Youth Basketball League and Cheer Program.
- Managed Concessions Staff and procedures.
- Facilitated park and facility usage with outside organizations for their own events and programming.
- Facilitated the usage of the Clinton Building and park pavilion rentals.
- Created and managed all digital content and social media platforms to promote events and community engagement.
- Designed marketing materials, promotional graphics, and branding strategies for City programs.
- Analyzed social media engagement and campaign performance metrics to optimize future outreach.
- Developed and maintained relationships with local businesses and sponsors to enhance community partnerships.

573 SALON & GIFTS

Cosmetologist/Owner | September 2012 - November 2022

- Hairstyling and Manicuring
- License General Beauty Maintenance
- Accounts Payable and Receivable
- Customer Service
- Marketing and Graphic Design

MISSOURI TREATS

Owner | May 2018 - November 2022

- Customer Service
- Marketing and Graphic Design
- Payroll
- Inventory Management
- Custom Baking and Decorating
- Accounts Payable and Receivable
- Leadership and Team Management

SUMMARY OF QUALIFICATIONS

- Skilled in digital content creation, social media management, and branding with expertise in Facebook, Instagram, TikTok, and LinkedIn.
- Proficient in graphic design (Canva, Adobe Suite) and event marketing, developing promotional materials and campaigns.
- Experience in SEO, email marketing, and website content strategies to optimize digital engagement.
- Strong project management, public relations, and community engagement background.
- Entrepreneurial experience in business operations, team leadership, and financial management.
- Data-driven, with expertise in social media analytics and campaign performance optimization.
- Experience as a high school substitute teacher, specializing in Marketing, Entrepreneurship, and Sports & Entertainment Marketing.
- Skilled in classroom management, curriculum development, and student engagement.
- Proficient in Google Classroom, Kahoot, and Canva for Education to enhance learning.
- Strong public speaking and communication skills, fostering interactive discussions.
- Passionate about mentorship, leadership development, and real-world business applications in education.
- Experienced in event planning and student activity coordination.
- Pursuing ABCTE certification with a focus on Elementary Education

CONTACT INFORMATION

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🌐 www.abbilindsey.com

EXPERTISE

PERSONAL & PROFESSIONAL

- Marketing & Digital Content Creation
- Event Planning & Program Management
- Communications & Public Relations
- Recreation & Youth Program Development
- Education & Teaching
- Business & Leadership

SKILLS

PERSONAL

- Creativity & Innovation
- Communication & Public Relations
- Leadership & Teamwork
- Adaptability & Problem-Solving
- Community Engagement
- Relationship Building
- Time Management & Organization

MARKETING & DIGITAL CONTENT

- Social Media Strategy & Management
- Content Creation & Digital Storytelling
- Branding & Graphic Design
- Email Marketing & Campaign Development
- SEO & Website Content Strategy

BUSINESS & LEADERSHIP

- Event Planning & Coordination
- Project & Program Management
- Budgeting & Financial Oversight
- Team Leadership & Staff Training

CREATIVE & TECHNICAL

- Adobe Creative Suite
- Canva & Digital Design
- Photography & Video Editing
- Public Speaking & Community Engagement

CLASSROOM & EDUCATION

- Classroom Management
- Lesson Delivery
- Student Engagement
- Conflict Resolution
- Dependable
- Curriculum Adaptation
- Educational Technology Tools
- Cross-Grade Level Flexibility
- Instructional Support

ACCOLADES

AWARDS

- City of Sikeston's "Keeping their Promise" Award Winner 2023
- Sikeston Rotary Club's 2023 Service Above Self Award Winner
- Sikeston Area Regional Chamber of Commerce's 2024 Volunteer of the Year Award Winner
- Western Governors University Excellence Award for Emotional and Cultural Intelligence
- Western Governors University Excellence Award for Values-Based Leadership
- Western Governors University Excellence Award for Business Environmental Applications in Business Structures and Legal Environments

EDUCATIONAL ACHIEVEMENTS

- Western Governors University Certificate: Strategic Communications highlighting Foundations of Strategic Communication, Crafting a Communications Strategy through Research & Data, and Delivering a Communications Strategy.
- Western Governors University Certificate: Business Power Skills highlighting an excellent skillset for giving, receiving, and incorporating feedback, adapting to ambiguity, promoting empathy and inclusion, and navigating complex problems.
- Western Governors University Certificate: Strategic Thinking and Innovation highlighting reason and evidence in critical thinking, emotional and cultural intelligence, and exemplary innovative and strategic thinking practices.
- Western Governors University Excellence Award for Emotional and Cultural Intelligence.
- Western Governors University Excellence Award for Business Environment Applications - Business Structures and Legal Environments

COMMUNITY INVOLVEMENT

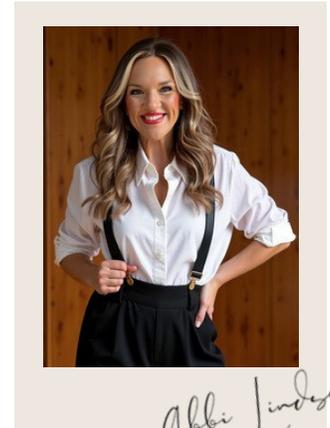
- Sikeston Parks and Recreation Youth Advisory Council Administrator
- Sikeston Young Professionals Member
- Historic Downtown Sikeston Board Member
- Sikeston Career and Technology Center Advisory Board Member
- Previous Sikeston Area Youth Baseball League Board Member
- Sikeston Booster Club Board Member
- Sikeston Booster Club Parent/Family Member
- 4 Year Sikeston Public School PTO President (Kindergarten Center and Wing Elementary)
- Dashing through Downtown Parade of Lights - Creator
- Sikeston Parks and Recreation Skelebration and Trunk or Treat
- Sikeston Parks and Recreation Youth Basketball League & Cheer Program

PROFESSIONAL DEVELOPMENT CERTIFICATIONS

- National Alliance for Youth Sports Certified Referee
- National Alliance for Youth Sports Programming Director Certification
- Canva Design Essentials Certification

PARTNERSHIPS, SPONSORSHIPS AND AFFILIATIONS

- Historic Downtown Sikeston
- Sikeston Public Schools
- Sikeston Jaycees
- YMCA of Southeast Missouri
- Sikeston Youth Baseball League
- Sikeston Youth Soccer League
- SEMO Swarm
- Sikeston Parks and Rec Foundation
- Lambert's Cafe
- Ultimate Flooring
- Youth Advisory Council
- Walmart
- Turbo Detailing
- Jones Ag Service
- Swamp East MO Truck Show
- Spread Hope Now
- Sam's Fine Jewelry
- Anchor Church
- Sikeston Pickleball Club
- Melissa's Dance Studio
- Montgomery Bank
- Sterling Pharmacy
- The UPS Store
- First Midwest Bank
- Hampton Inn
- Holiday Inn
- Kinder Signs
- BA Promotions
- The Engraving Shop
- Sikeston Booster Club
- Sikeston BMU
- Fox Haven Country Club
- Sikeston Tourism Board
- Sikeston Chamber
- Bootheel Track and Field
- Farm Credit of Southeast Missouri
- Dewitt Embroidery
- MDMC
- Carson's
- Elite Skate
- Paradise Concessions
- First State Community Bank
- Focus Bank
- American Red Cross
- Southern Bank
- Baker Farms
- Jersey Mike's
- DAEOC
- MO Dept of Conservation
- Dexter Parks and Recreation
- Family Matters Home Services
- American Legion
- Kiwanis Club
- Rotary Club
- Lion's Club
- FTI Printing
- Moll Printing
- CASA 34th Circuit
- Sister Squared
- Midtowner Plaza
- Sikeston Public Schools
- St Francis Xavier Catholic School
- The Barber Shoppe
- Ruff Cuts



SUCCESSFUL EVENTS

- SPR Gala
- Lunch Around the Lake
- Smaller Ballers Basketball
- Smaller Ballers Baseball
- Smaller Ballers Soccer
- Smaller Ballers Football
- Adult Sand Volleyball League
- SPR Youth Basketball League
- SPR Cheer Program
- MiNi Bakes Cookie Decorating Classes
- Multiple Photography Classes
- Kids Race Day
- Mighty Machines
- Skelebration and Trunk or Treat
- Kids in the Kitchen Cooking Classes
- YAC Color Run Movie in the Park
- Kids Egg Hunt
- Adult Flashlight Egg Hunt
- St. Patrick's Day Festival
- Blood Drives
- Family Ornament Night
- Concessions
- Hot Air Balloon Festival
- Eclipse in the Park
- Cinnamon Rolls with Santa
- Brunch with the Bunny
- Cal Ripken Tournament
- Parade of Lights
- Tree Lighting Ceremony
- Adopt a Park Program
- Coffee Tasting Class
- Movie in the Park