

Becca Lienemann

CONTACT

linkedin.com/in/beccalienemann/
Nebraska

EDUCATION

University of Northern Iowa
B.A. in Communication & Media
Major: Strategic Public Relations
Minor: Marketing & Religion

CLIFTON STRENGTHS

Achiever
Responsibility
Learner
Belief
Restorative

PROGRAMS

Salesforce
Delivra
Lyris
Drupal
WordPress
Squarespace
Member Central
Photoshop
InDesign
Illustrator
Hootsuite
Buffer
HTML/CSS

EXPERIENCE

Indianapolis Bar Association & Foundation | Indianapolis, IN Marketing & Communication Coordinator | August 2023 - May 2026

- Collaborate across 13 teams to create engaging marketing plans for events of various sizes.
- Design a variety of graphics in Adobe Suite including socials, flyers, postcards, advertisements, and other graphics.
- Lay out page for *The Indiana Lawyer*.
- Create and build newsletters to 4,000 members resulting in over 51% average open rate and 6% click through rate.
- Developed system to analyze social media and email data and implement findings into e-marketing efforts.
- Assist in general maintenance of websites, e-marketing campaigns, and membership renewals.
- Act as a liaison for the marketing team in monthly executive meetings to discuss potential individualized marketing efforts.
- Work with volunteer members to distribute marketing pieces with a personalized reach to increase attendance at events.
- Design and implement a new daily e-newsletter to all members incorporating legal news, updates, events, and member highlights.

University of Northern Iowa Advancement | Cedar Falls, IA *UNI Advancement focuses on various improvement projects for the Alumni Association and Foundation.*

Social Media Assistant | May 2022 - May 2023

- Built monthly email newsletter which included editing code and distributed to all University alumni.
- Created 18 original posts per week across 3 platforms using 5 different accounts for social media.
- Analyzed social media posting averages and engagement weekly to adjust future content to see an approximate rise from 4% to 10% engagement in 4 months.
- Assisted in maintaining the foundation and alumni association website for over 8,000 users monthly and email communication using Drupal, Lyris and Active Campaign.

VOLUNTEER WORK

The Chapel | West Lafayette, IN

Digital Media Specialist | August 2023 - May 2024

- Planned paid and unpaid digital marketing campaigns to promote presence and upcoming special events.
- Designed graphics and piece photos together for 2-3 quality posts for weekly content on social media to build a presence.
- Introduced content planning calendar for better-scheduled posts across platforms and organizing for large and small events.
- Engaged with online audiences of over 500 users through stories.
- Served as videographer to capture and edit videos for engaging Instagram and Facebook reels.
- Informed the public on updates and changes taking place within the organization that impacts the community involved.