

PROFILE

I am a highly skilled manager of people, projects, and words with a diverse employment background that reflects my love of the internet, my skill in writing, and my passion for education as a means to social justice.

EXPERIENCE

Business Manager for Conjecture Corporation, www.conjecture.com, 7/06-11/09

Responsible for virtually all non-technical aspects of a portion of Conjecture's portfolio of online businesses, including:

- Market research, feasibility recommendations and business planning for initial ideas provided by Conjecture Corp.
- Writing technical specifications for software and user interface elements, as well as site and marketing copy
- Planning, implementation, and management of content creation and acquisition for content-driven sites, such as wiseGEEK.com, WisePrice.com, and Snippets.com
- Managing contractors during creation and maintenance of websites, including designers, software engineers, editors and writers, as well as communication and relationship building with site users
- Planning and implementation of business development strategies, including PPC advertising, linkbaiting, strategic partnerships, search engine optimization and use of Amazon's Mechanical Turk
- Extensive startup and online networking and volunteering, including organizing BarCamp San Diego, leading Seattle Startup Weekend, and category editing for the DMOZ

Freelance Copywriter/Editor, 6/04-present

I have written and edited site copy as well as marketing copy for new startup websites, in addition to informational articles, training documents and product reviews. Writing samples can be seen at the following websites: <http://uniquereviews.com/> (product reviews), <http://tutoringfaq.com/> (advice), and <http://lindsaydayton.com/> (personal blog).

Business Owner and Tutor, Tutoring San Diego, www.tutoringsandiego.com, 6/04-7/06

- Tutoring up to 3 students at the same time, covering any subject and any age, K-12
- Managing all marketing efforts including potential client meetings, client referrals and online marketing, as well as locating and managing subcontractors
- Ongoing diagnosis and planning for tutoring strategies for all students, according to their individual needs

Elementary School Teacher, California, 8/01-6/06

I taught 4th and 5th grade in three districts in California: Oakland Unified, West Contra Costa Unified, and San Diego Unified:

- Specific training and experience in working with economically disadvantaged and racially, economically, and linguistically diverse groups of young people
- Acted as campus leader, teacher mentor, and family and community outreach leader

Expert Accountant and Collections Specialist, LECG, LLC, www.lecg.com, 10/98-6/01

I created and maintained the system used by LECG to track the payments made to their expert witnesses, based on complicated models of experience and qualifications, in addition to collecting over \$30 million in outstanding invoices owed to the company:

- Creation and management of MS Excel database
- Full use of Elite and MS Access for accounting and payment tracking applications
- Communication and relationship support for expert witnesses and their outside clients

SKILLS

- Management: My diverse experiences in corporate accounting, public education, and internet entrepreneurialism have allowed me to develop a highly effective management style.
- Project Initiation: One of my specific strengths is having knowledge and foresight that allows me to effectively establish new systems.
- Copywriting: I am proficient in casual, professional, marketing, and informative styles, appropriate for web or other media.
- Software: I am very experienced with Windows, full MS Office suite of software, but I use Mac OSX.
- Online Applications: I am proficient or better with Google Analytics, AdWords, MSN AdCenter, GoogleDocs and others.
- Communication: I have excellent verbal and written communication skills.
- Multi-tasking: I thrive when managing several projects at one time, or in an environment that requires flexibility and diverse strategies.

EDUCATION

University of California, Berkeley, Berkeley, CA

Bachelor of Arts, Anthropology with Honors, 1997

University of California, Berkeley, California Partnership Intern Program, Berkeley, CA

Multiple Subject Teaching Credential, awarded 2002

San Diego State University, San Diego, CA 2004-2006

Work towards Masters Degree in Policy Studies in Language and Cross Cultural Education

Kettering Institute, Dayton, OH 05/05-08/05

Research fellow pursuing use of democratic management strategies in diverse elementary school settings