

# LINDSEY MICHELLE BUCHANAN

Creative Strategist // Content Producer // Marketing Consultant

812.322.5760 | lindseybu@gmail.com | <http://www.linsbuatwerk.com> | [LinkedIn](#) | Los Angeles Area

---

## EXPERIENCE

Insign LA

Los Angeles, CA

*Vice President, Creative Strategy*

October 2019 – August 2020

- Partnered with French Creative Consultancy to open up Los Angeles office
- Lead new business development and marketing strategy for Insign LA
- Provided creative strategy, social & digital marketing recommendations, design + copy services, and corporate communications for clients including General Electric, ENGIE, Ellipse, MOBS Designs, and Obvious Wines

Nickelodeon

Los Angeles, CA

*Embedded Social & Digital Producer for ALL THAT (Contract)*

April 2019 – August 2019

- Produced a variety of show content for ALL THAT social media, including 22 original segment pieces for YouTube
- Worked with writers, producers, and network executives to create branded content based on original sketches
- Created and curated show/BTS content for the 7 cast members; worked with parents to launch and develop their social media presence across all platforms
- Creative marketing for show launch including the ALL THAT booth at VidCon '19 + TikTok and IG #AllThatChallenge

Independent Consultant

Los Angeles, CA

*Creative Strategy, Branded Partnerships & Integrated Marketing*

August 2018 – March 2019

*BLKBX Creative Group*

- Work with new business team to create best-in-class pitch proposals and foster internal creative development
- Led creative ideation and social content strategy for studio and network pitches including WB, FOX & Freeform TV

*Tempest Freerunning*

- Advise CEO on social, marketing, PR, and brand partnership opportunities for Tempest Freerunning Academy
- Produced exclusive experiential event in partnership with FOX to promote the release of *Alita: Battle Angel*

Ayzenberg Group

Pasadena, CA

*Director, Content Strategy [ION]*

February 2016 – August 2018

- Led creative ideation, content strategy, production, talent relations, and campaign execution for [ION], Ayzenberg's Influencer Orchestration Network, working cross-functionally within the [a] network
- Created, managed and executed 360 integrated marketing campaigns for Sega, FOX, Netflix, Intel, Oculus, Google, YouTube, Microsoft + Xbox with an emphasis on original premium content, social + Influencer activations
- Partnered with Netflix to create a global UGC contest + Influencer campaign for Adam Sandler film, *Sandy Wexler*, resulting in \$1.25M in EMV (Earned Media Value) + Digiday Multi-Platform Video Campaign Nomination
- Conceived and executed successful experiential activation + strategic partnership between *Sonic the Hedgehog* and Tempest Freerunning Academy to promote Sega's latest game, *Sonic Forces*, resulting in \$1.77M in EMV

Rogers & Cowan

West Hollywood, CA

*Director, Creative Strategy*

July 2014 – January 2016

- Led creative strategy, ideation and concept design for client proposals, RFP responses and new business pitches
- Partnered with department leads to secure new business clients including Tinder, Mondrian, The Recording Academy, GRAMMYS, AARP, Topps Baseball Cards + Bazooka Candy Brands, generating \$2.5M in 9 months
- Presented International launch strategy for Tinder+ and Passport resulting in being awarded Agency of Record
- Conceived and packaged PR worthy activations, brand integration opportunities, social + Influencer campaigns

## EXPERIENCE CONT.

Machinima, Inc.

West Hollywood, CA

*Manager – Integrated & Brand Marketing (Contract)*

March 2013 – March 2014

- Managed and executed brand marketing initiatives and cross-promotional opportunities for Machinima brand
- Served as interim Art Director and developed cohesive brand identity, style guide, and sales collateral
- Conceived and packaged branded content campaigns for network partners including Melody Sheep + Amex Passion Drivers, Rooster Teeth + Scion, Ridley Scott Associates + Nissan
- Developed custom brand sponsorship opportunities for non-endemic brands at E3, Comic-Con, PAX, and IGA's

House of Needs

Los Angeles, CA

*Founder/Creator – theHABITUDE® and TheViceBreaker®*

December 2009 – February 2014

- Created and developed *theHABITUDE®* product from the ground up
- Handled all creative, production, marketing, business and legal affairs (design, manufacturing, trademarks, etc.)
- Managed small team of sales reps to secure new vendors and marketing opportunities
- Quirkiest Gift Finalist, Entrepreneur '12

Davie Brown Entertainment

Playa Del Rey, CA

*Account Executive – Gaming*

June 2008 – October 2009

- Conceived and executed video game marketing strategies, in-game brand integrations, and original gaming programming for Cisco, Doritos, Duracell, and GameStop
- Managed the development and production of 10-part docu-series for strategic brand partnership for Cisco and Harmonix Music Systems
- Worked cross-functionally with TV, Film and Music teams to establish 360 integrated marketing programs for Dove, State Farm, Hp, and Victoria's Secret Pink!

Brillstein Entertainment Partners

Beverly Hills, CA

*Coordinator – Television*

January 2006 – June 2008

- Maintained direct contact with agencies, studios, networks, prod execs and clients
- Managed script library + creative deliverables for 16 pilots and 40+ dev projects with ABC Entertainment
- Participated in creative writing sessions, studio and network notes meetings
- Developed successful digital marketing applications for *Samantha Who?* micro-site on ABC.com
- Crafted Golden Globe campaign for *Samantha Who?* resulting in best actress nomination for Christina Applegate

---

## EDUCATION & STUFF

Indiana University // *Bloomington, IN*

Bachelor of Arts in Telecommunications, Communication & Culture

Soft & Hard Skills

Social Media • Integrated Marketing • Branded Entertainment • Events • Experiential Activations • Strategic Partnerships • Talent & Influencer Relations • Client Service • Concept Development • Content Strategy • Campaign Architecture • Copywriting • Creative Direction • Project Management • Research & Analytics • Adobe Creative Suite • Pretty Presentations • Public Speaking • Common Sense • Uncommon Insights • Lots of Hats • Team Leader • Team Player