

Hi Lindsay!

As for who I am, I'll let my [Facebook](#) and [Twitter](#) do the talking. [LinkedIn](#) tells my history, and below I'll tell you how I will contribute to Lightspan Digital's success.

I have a passion for the content and writing, but my real strengths lie in building the relationships, keeping everyone working toward the same goal, and putting out any fires as (or before) they arise. I ensure the wheels of the digital marketing machine turn at just the right pace to complete the project on time and at (or under) budget. My communication skills, developed at an interactive agency and in sales, allow me to be the string between the two tin cans. Often there is a discrepancy between what the client thinks would work best and what our digital team knows will work best. I am able to hear the logic and reasoning from the team and convey that in an easily-digestible manner with passion and confidence. At MMGY, I was seen as the social media team PM. I built timelines, ensured clients received deliverables on time, creative staff was trafficked appropriately, and launch dates were hit. I was also the resident numbers nerd. I understand analytics and know the only real way to determine success is to measure against goals. I've onboarded over 10 clients and have served as the primary contact for up to 6 accounts at once. I built strong, and at times repaired broken, client relationships. Three years in face-to-face sales gave me a strong presentation foundation that I've honed over my last 3 years in digital marketing. I am able to field objections with ease and often can answer questions that have yet to be asked. I work to proactively manage expectations so that there isn't a last minute scramble, but if there is, I can remain calm.

My project management philosophy is simple: work hard and with purpose, be proactive, stay calm, hit deadlines and deliver. My client management philosophy is: constant contact, clear communication, authentic relationships, integrity and hard work.

You'll never hear me say, "that's not my job," which makes me a great addition to the nimble Lightspan Digital team. I am available later this week or **early next week** for an interview, and I look forward to talking with you.

Thanks and talk soon!

Best,

Valerie Gunn