

Lyndsay Postell

Product Creative and Event Manager

Summary

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🏠 Cincinnati, Ohio

Lyndsay is a seasoned gaming and esports professional with a strong background as Product Manager at DreamHack and Director of Marketing at Esports Foundry. She specializes in event management, product development, and strategic marketing. Lyndsay has successfully orchestrated gaming events at DreamHack, managing logistics and teams for exceptional attendee experiences. At Esports Foundry, she drove revenue growth and market expansion through innovative marketing strategies. With leadership, creativity, and extensive industry expertise, Lyndsay is well-positioned to thrive in the dynamic gaming and esports sector.

Experience

Product Manager | DreamHack | EFG

2022 - Present

- Designed and executed diverse products and activations for all North American festivals, enhancing attendee engagement and satisfaction while managing a team of contractors. Oversaw event budgets, bookings, and logistics for gaming festivals, ensuring seamless execution involving communities, associations, and partnerships.

Highlights:

- Artist Alley & Indie Playground:** Curated 130+ booths for artists and indie developers, achieving highest Net Promoter Scores (NPS) to date.
- Cosplay:** Managed DreamHack Cosplay Competition, venue setup, participant coordination, and established a dedicated lounge space for cosplayers. Innovated "Photo Cubes" for interactive content creation.
- Drag Content:** Pioneered the inaugural DreamHack Drag Show at DreamHack Dallas 2024, enhancing diversity and inclusivity.
- Charity Activations:** Collaborated with 6-10 charities to host fundraising activities, generating \$27K in donations.
- Tabletop & MTG:** Managed Tabletop activations and partnerships with Wizards of The Coast, achieving revenue and attendance targets. Orchestrated the world-record largest invite-only TCG event with 1322 competitors and ~2500 attendees.
- Third Party Activations:** Partnered with leading brands such as Monster, Intel, CLX, and Hot Pockets, enhancing festival offerings.
- Innovative Product Development:** Introduced new features like the Chill Zone, Photo Cubes, Community Meet-Ups, and enhanced Accessibility initiatives.
- Accessibility Leadership:** Spearheaded comprehensive accessibility efforts, ensuring wheelchair accessibility, ASL interpreters, and dedicated relaxation areas (Chill Zone) for all stages. Implemented streamlined accessibility processes, including forms and communications, to better serve diverse attendee needs.

Director of Marketing, Event Lead | Esports Foundry

2019 - 2022

- Managed and led all marketing and social media teams, overseeing strategic initiatives and campaigns.
- Developed and executed paid marketing campaigns, optimizing for engagement and conversion.
- Achieved a notable 372% increase on Twitter, Facebook, Instagram, and LinkedIn following through targeted digital strategies.
- Collaborated on event planning and execution, contributing to seamless and successful event experiences.

Head of Production, and Staff | Ohayocon, Gaming Department

2017 - 2021

Director of Marketing and Media, Collegiate Esports Commissioner's Cup

2021 - Present

Educational and Training

Bachelor of Fine Arts | University of Cincinnati | College Conservatory of Music

Minor in Marketing, Minor in Criminal Justice
2018 - 2022

Certificate of Web Design and Development | University of Cincinnati | College Conservatory of Music

2018 - 2022

Certificate of Content Marketing Foundations | LinkedIn Learning

2022

Certificate of Marketing to Generation Z | LinkedIn Learning

2022

Core Competencies

Personal Skills

- Problem-Solving
- Time Management
- Communication & Interpersonal Skills
- Crisis Management
- Networking & Relationship Building
- Organizational Skills

Technical Skills

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign)
- Project Management Tools (Asana, Trello)
- Data Analysis & Reporting
- Marketing & Promotion Software
- Customer Relationship Management (CRM) Systems

Accomplishments

- Top Community Activation - 2021 The*GameHers Awards: Recognized for outstanding community engagement and innovative event activations.
- CCM 2022 Class Speaker: Selected to represent and speak for the graduating class, demonstrating leadership and communication skills.
- Curated and organized 400+ 10x10sqft booths.
- Launched the inaugural DreamHack Drag Show.
- Created various new products that have improved overall NPS scores, and festival attendee numbers.