

# LINDY WARING

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## PROFESSIONAL SUMMARY

Highly motivated professional with a competitive spirit and constant thirst for knowledge. Well rounded individual with 12 years of paralegal experience along with 11 years of marketing and sales experience. I have worked in both small and large environments and work well under pressure.

## SKILLS

- Reliable and professional
- Organized, dedicated and accountable
- Time Management
- Thrive in both independent and collaborative work environments
- Manage several priorities at once
- Fast learner

## EXPERIENCE

### Vice President Of Sales And Marketing

July 2017 - Current

#### LaFromboise Communications, Inc. | Centralia, WA

- Manage the annual sales and marketing budget
- Drive company branding efforts to increase market presence
- Identify opportunities for growth within the territories and collaborate with sales team to reach sales goals
- Oversee sales team, including but not limited to, setting individual monthly goals, setting team revenue goals, one on one meetings and scheduling.
- Communicate promotional opportunities, as well as present speculative samples to accounts for increased advertising revenue
- Provide service to all customers as they relate to our company
- Meet all deadlines for advertising placement and changes
- Assist customers with questions concerning billing, complaints, as well as general inquiries
- Process ad orders and related written correspondence prior to or on associated deadlines, and with accuracy
- Provide informative guidance to ad production services to ensure the content and design of advertisements match the clients expectations and desired effect
- Ensure customer satisfaction by developing solid relationships with accounts

### Director Of Administration

February 2017 - June 2017

#### Rose & Thorn, Cowlitz LLC - La Center | WA

- manage daily office operations, manage vendor relationships, develop and oversee office standard

operating procedures.

- Technology: oversee network administration and manage phone systems for three locations.
- Human Resources: oversee the organization's human resources requirements; including employee on-boarding, managing and administering health and other employee benefits, maintaining personnel records, monitoring insurance coverage and ensuring that personnel policies are up-to-date.

**Advertising Manager & Marketing Manager**

September 2008 - February 2017

**Lucky Eagle Casino | Rochester, WA**

- Supervise the Marketing and Graphics Teams.
- Responsible for providing copy to Marketing for events, offers and dining options to be advertised through all channels.
- Maintains on-property collateral to be accurate and relevant.
- Actively participate in the creative process of ad campaigns and collateral for promotional events.
- Works with Guest Service Director and Database Manager to handle property ad schedule along with on-property signage and ensuring Advertising meets requested drop dates.
- Coordinates creation and prints all internal printed material requests.
- Responsible for inputting and tracking all Advertising requests.
- Responsible for placing and auditing digital signage, both Front of House and Back of House.
- Manages the trafficking of all electronic, print, outdoor, and in-house advertising so that creative deadlines are met for any type of advertising campaign and that the information contained therein is correct and timely.
- Responsible for initiating, tracking and providing all edits in order to meet departmental deadlines.
- All other duties assigned.

**Paralegal**

January 2006 - January 2007

**Younglove & Coker | Olympia, WA**

- Responsibilities included preparing estate planning documents, real estate documents, and court documents; drafting discovery and correspondence; scheduling appointments and hearing dates; meet with clients and filing documents with the court.

**Paralegal**

January 2005 - January 2006

**Kershaw, Cutter & Ratinoff, LLP | Sacramento, CA**

- Responsibilities included drafting court documents, briefs, discovery and correspondence, review and summarizing medical records, assisting attorneys with trial preparation and hearings, training staff on time entry program, meeting with clients, and gathering key research and information as required.

**Paralegal**

January 1996 - January 2005

**Law Offices of Alan M. Laskin | Sacramento, CA**

- Responsibilities included research, transcribing dictation, summarizing medical records, court filings, draft court documents, discovery, briefs and correspondence.
- Also, oversaw daily operations of the office, including, scheduling appointments and hearing dates, answering telephones, making daily bank deposits and personnel trainings.

- Assisted attorneys with trial preparation and meeting with clients to review legal documents.

## EDUCATION

**Associate of Technical Arts**  
**Edmonds Community College**

June 1993

## AFFILIATIONS

Pegasus Leadership Team, LaFromboise Communications, Inc.  
February 2019 to present

Vice President, Executive Board, Pope's Place  
July 2018 to present

Vice Chair, Executive Board, Centralia-Chehalis Chamber of Commerce  
January 2014 to present

Board Member, United Way of Lewis County  
January 2016 to February 2017