

LINDSEY MONTAGUE

Nonprofit Portfolio lindseymontague.org

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Email lindseymontague@gmail.com

Call or Text (703) 855-4771

Location Portland, Oregon + Pacific Northwest + Remote

After nearly two decades working my way up at major LA and New York advertising agencies, I've spent the last seven years serving as a communications director for mission-driven organizations advancing civil rights. With a passion for purpose and a talent for execution, I bring people together to turn ideas into movement. Whether managing day-to-day workflows or pushing the boundaries of a brief, I center innovation, inclusivity, clarity, and momentum in everything I do. Leading projects from a place of empathy and genuine enthusiasm, I'm proud to create collaborative interpersonal dynamics driven by the bigger picture, working effectively across teams and timezones to prioritize diverse voices and align objectives toward an intersectional finish line. As a low-drama, high-impact problem solver, I thrive at every stage of the process, adapting to any topic, audience, metric, medium, budget, team size, or timeline.

Work Experience

Consultant • Communications / Marketing / Creative / Content

SEPTEMBER 2024 – PRESENT / PORTLAND, OR + REMOTE

Provide strategic creative marketing analysis and actionable recommendations to local and national nonprofits. Work to elevate content, refine messaging, and modernize audience growth strategies to boost engagement and maximize impact.

All Voting is Local • Communications Director, Creative & Content

JANUARY 2023 – APRIL 2025 / WASHINGTON, DC + REMOTE

- + Led the 501(c)(3) and 501(c)(4) creative and content operation in collaboration with 50+ teammates working to protect ballot access for 13M voters across eight pivotal states. Partnering with 140+ community-based organizations, our innovative comms tactics reached an average of 500K voters annually from the 2022 midterm season through the 2024 election cycle.
- + Delivered creative, strategic, and logistical support for 500+ events, forums, and testimonies while also producing seven film shoots, six animated videos, five out-of-home ad campaigns, four microsites, 10+ published reports, and countless collateral materials. Led the charge establishing numerous influential partnerships with expert political pundits, music and visual artists, athletes, actors, and comedians.
- + Produced a hyper-targeted voter education initiative curating voting content on influential platforms that reached 1.25M primed viewers and generated 55K+ audience interactions in the weeks leading up to the 2024 election.
- + Ideated and executed a high-visibility, art-driven awareness campaign that reached 1M+ Michigan voters in October 2024 by leveraging paid ads, local influencers, and coordinated grassroots efforts. Produced 100+ cross-platform deliverables in five languages, contributing to record-breaking election turnout including a 3% increase in early voting statewide. This campaign included the organization's top-performing pre-roll ads to date, with a 65% in-stream view rate and 42% video completion at only \$0.02 cost per view.
- + Bolstered the executive and development teams' mission to elevate brand reputation, cultivate board trust, and inspire new and existing funders. Our premium branded materials helped raise \$24.8M in just three years.
- + Managed a six-figure budget, including a roster of 20+ active contractors and vendors.

The Leadership Conference on Civil and Human Rights • Creative Director

MAY 2018 – JANUARY 2023 / WASHINGTON, DC + REMOTE

- + Co-led a team of roughly 10 content-specific communicators, helping to modernize and reimagine this 70-year-old legacy organization by introducing a fresh visual identity, bold new website, and upgraded social media presence. This renewed focus on cultural relevance driven by our passion for meeting the moment helped increase revenue by nearly 50% and led *Rolling Stone* to call us a [Strategic Hub of the Resistance](#).
- + Partnered on the strategy, creation, and execution of 20+ issue-centered campaigns, each with distinct but coordinated branding, while balancing the priorities of 12 internal teams and 230+ member organizations. Produced a high volume of 501(c)(3) and 501(c)(4) content including microsites, reports, collateral materials, rapid response, and extensive multimedia social media assets. Ideated and helped produce major events including buzzworthy activations, rallies, campaign launches, fundraisers, and galas.

- + Played a key role in launching [@civilrightsorg](#) on Instagram, helping scale the account to nearly 300K followers in its first year through a bold, intersectional content strategy that elevated historically excluded perspectives and diverse creative expressions using an evolving variety of formats. From 2019–2023, our top 50 posts each earned 10K–30K engagements, with many reaching 100K–200K impressions and engagement rates consistently between 10–20%.
- + Produced 100+ videos ranging from high-production-value films to fast-turnaround grassroots content, generating nearly 7M cumulative YouTube views and significantly boosting brand and issue visibility.
- + Collaborated on the concept and launch of [Pod for the Cause](#), providing ongoing creative support that helped contribute to 500K+ listeners on Spotify alone.
- + Expanded the organization's reach by helping build influencer networks, secure high-profile co-branded content, negotiate donated or discounted ad placement opportunities, and launch an e-store featuring memorable merch that appeared throughout media and pop culture.
- + Streamlined content production by introducing more efficient approaches to briefs, reviews, approvals, translation/transcreation, and accessibility. Democratized asset creation and fostered teams' autonomy by training staff on expanded template systems. Strategically recruited top freelance talent, elevating creative production overall, cutting reliance on external firms, and saving over \$100K in the first six months alone.

Advertising Industry • Art Director

JUNE 1999 – MAY 2018 / NEW YORK + LOS ANGELES + SEATTLE + WASHINGTON, DC

Developed the creative concepts and visual designs for high-profile national campaigns promoting a wide range of beloved brands, collaborating with strategists and producers to bring ideas to life across print, digital, broadcast, out-of-home, and earned media. Highlights include 15 primetime TV commercials, 30+ integrated multi-platform campaigns, five major rebrands, consistently impressive ROI, and a seemingly infinite number of new business pitches. Several campaigns made national news, won a handful of awards, and inspired at least one viral Halloween costume.

Agencies (Full-Time + Freelance) Arnold Worldwide, Deutsch, Havas, Hudson Rouge/Team Detroit, JWT, McCann, MRY, Mullen Lowe, Nasuti & Hinkle, Publicis, R/GA, Renegade Marketing, Saatchi & Saatchi, Strawberry Frog, TBWA Chiat Day, TeamOne, The Ad Council, Threshold Interactive, Weber Shandwick

Clients American Girl, Banana Boat, Bear Naked Granola, BET Awards, Breast Cancer Research Foundation, Dove Beauty, Energizer, Eveready Batteries, Hillshire Farm, Infiniti, Jim Beam, K-Y Sexual Health, Kashi, Kraft, Lean Cuisine, Lexus, Liberty Mutual, Lincoln Automotive, Listerine, Lysol, Mattress Firm, McClure's Pickles, Microsoft, Nestle, Nicorette, Nissan, NyQuil, Pampers, Pedigree Dog Food, Pep Boys, Pepsi/Diet Pepsi, Pinkberry, PNC Bank, Pur Water, PricewaterhouseCoopers, Reebok Classic, Sabra Hummus, Samsung, Sara Lee, Schick, Southwest Airlines, Special-K, T-Mobile, Toyota, Tylenol, Ulta Beauty, United Airlines, Upstream USA, Visa, Weight Watchers, Whiskas

Education & Professional Development

James Madison University • Media Arts & Design, Communications

AUGUST 2000 – MAY 2004

ArtCenter College of Design, The Book Shop, The Management Center

Supplemental training: new marketing trends, community organizing, diversity equity inclusion, accessibility best practices, nonprofit 501(c)(3) and 501(c)(4) compliance, cybersecurity, public speaking, project management, fine art

Skills

Comms and content strategy / branding and graphic design / animated and live-action video production / social media strategy and management / website development / print media and collateral / out-of-home marketing and buzz generation / co-branded, paid, and donated ad placements / influential partnerships / rapid response / information synthesis and messaging / translation and accessibility remediation / story collection and innovative storytelling / asset gathering and shoots / vendor and contractor oversight / client and partner relationships / executive and fundraising support / timelines and budgets / metrics tracking and campaign analysis / team building / multitasking / good vibes

Software Adobe Creative Suite, Canva, Wordpress, Figma, Google Drive + Workspace, Microsoft Office