

Lindsay Butler

| Communication | Strategy
Associate Experience | Culture Enthusiast

PROFESSIONAL SUMMARY

Successful strategist and experience designer with over ten years of leadership, communication, change management, and project planning - with specific work in supporting enterprise-wide projects and large events.

EDUCATION

Change Management Certificate

Cornell
2022-2023

Masters - Organizational Leadership

Gonzaga University
2010-2012

Bachelor of Arts – Public Relations and Communication

Central Michigan University
2002-2006

CORE SKILLS

Employee Experience
Leadership
Culture Change
Creative Problem Solving
Human-centered design
Design & Systems Thinking
Strategic Communication
Process Optimization
Public Speaking
Facilitation

WORK EXPERIENCE

Associate Experience Manager

Lowe's Companies, Inc. / Mooresville, NC / 2023-2024

Lead HR experience strategy for over 300k on-site, remote, and field/store associates.

- Utilize data analysis, people analytics, and associate feedback to understand associate sentiment and improve experience with services, systems, and communication
 - Manage knowledge and communication content to ensure associate ease of use
 - Tailoring content for audiences, globally (Costa Rica, India, APAC) and regionally
 - Use communication strategy, design thinking and user experience design to relaunch the company intranet portal
 - Map the associate experience to understand desired path and design a platform that meets the associate where they are
 - Create intranet content and structure to support alignment and change management
 - Evaluate, journey map, root cause, and solution business processes to drive efficiency
- Partner cross-functionally - often sought to provide expertise and increase alignment across business units
- Lead an international (US, India, and Costa Rica) team of communicators, user experience designer, and process consultants

Business Relationship Manager – Internal Communication, Business Alignment

Lowe's Companies, Inc. / Mooresville, NC / 2019-2023

Lead communication strategy, events, and operational alignment, supporting over 26k field associates.

- Define and develop internal communication strategy for company-wide initiatives
 - Including staffing updates, technology launches, process updates, and culture evolution initiatives, and human resources awareness
 - Resulted in being appointed to lead a COE through similar growth and change
- Develop an understanding of field and store associates to ensure all content is tailored for all audiences – email, intranet, presentations, speech copy, and Viva Engage
- Prepare presentations for executive leadership including communication and project plans, business cases, organizational changes, and strategy
- Prepare field leaders to enact change through alignment event content, regular communication, and training
- Develop dashboard and track all KPIs, associate feedback, and engagement scores
 - Use this data to root cause and improve content and approach
- Lead an international team (US and India) of analysts and senior analysts – resulting in four employees accepting promotions

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Business Relationship Manager

Professional Development

Lean Six Sigma

Yellow Belt

2014

Meeting and Event Planning

Certificate

UNCC

2008

VOLUNTEER

MECKLENBURG COMMUNITY CHURCH

Charlotte, NC

2014-Present

CHILDREN'S HOPE ALLIANCE

Statesville, NC

2012 - 2018

CROSSFIT LKN COACH

Cornelius, NC

2013-2015

Manager – Corporate Facilities Strategy

Lowe's Companies, Inc. / Mooresville, NC / 2016-2019

- Planned and executed large campus-wide events for 4,500+ associates
- Managed optimization project to reorganize all corporate departments
- Provided leadership for associate services strategy
- Created and implemented workforce change strategies utilizing human capital analytics
- Led project communication for company-wide migration to Microsoft 365 – ensuring associates and leaders understood the impact of new global event management processes across US and India
- Helped drive culture change, through Love Where You Work campaign
- Led a team of employees and contractors – resulting in four employees accepting promotions within the company

Learning Operations Specialist and Sr. Specialist

Lowe's Companies, Inc. / Mooresville, NC / 2013-2016

Provided project planning and experience support for Learning & Development organization to ensure associate engagement.

- Designed and implemented new project tracking process
- Facilitated leadership and professional development trainings
- Coordinated logistics for multiple learning initiatives and events, including content development, budget, logistics, and vendor partnerships
- Designed new processes to increase efficiency – using change management and human-centered design
- Advocated for each learning client to ensure the needs of the team and the learner were met in the training environment
- Developed strong business partner relationships cross-functionally that led to being personally selected for multiple new projects
- Led a team of Learning Specialists - ensured barriers for success were removed and consulted on career development opportunities

Director of Communication

Mecklenburg Community Church / Charlotte, NC / 2008-2013

Led communication strategy and employee/community engagement projects to support a culture of trust and service.

- Launched a new communication strategy - resulting in an increase in audience engagement with program and volunteer opportunities
- Crafted and presented key messages across multiple channels to audiences of over 3,000 attendees
- Developed culture strategy to transform workplace culture – resulting in an increase in employee engagement
- Advised senior leadership on communication and organizational design
- Merged communication needs of the organization with the expectations of our audience through research, audience benchmarking, and design thinking
- Assisted in planning large yearly events for over 5,000 attendees – including logistics, contract negotiation, and guest experience
- Used personal connections and strong people skills to facilitate media coverage consistently resulting in coverage from multiple large-market media outlets
- Managed multiple vendors and interns
 - One previous intern is currently in this role as the associate director