



Lindsay Childs

Lindsay is an account executive at LaBreche.

In planning and executing strategic communications, Lindsay takes a deep interest in digging to the core of each client's business. She enjoys becoming an expert in the diverse industries she serves, and thrives on the variety of her work.

Lindsay excels in writing, and is at her prime when she's telling (and selling) the story about the better mousetrap. Through her work, she has developed a newfound fascination with grammar, punctuation and usage, which is only appropriate considering she once scored a D- on an apostrophe quiz in sixth grade. She also, strangely enough, enjoys proofreading and is oftentimes the go-to editor at the agency.

Lindsay serves on the board of DRIVE – Emerging Leaders, a program of the Minneapolis Regional Chamber of Commerce. She enjoys promoting the Twin Cities as a great place to live and work and volunteers for causes and events that support that effort, such as the Republican National Convention in 2008, during which she served as a hospitality volunteer. Lindsay earned a Bachelor of Science in Communication from the University of Miami in Coral Gables, Florida, where she majored in public relations and theatre.

Hometown:

Burgess Hill, England

Birthday: February 1

Fascinating family fact:

My mother, father, sister and I are the only contingent of my family that lives in the U.S.

Favorite color: Red

My daily media fix:

A combination of the *USA Today*, James Lileks' column in the *Star Tribune* and Yahoo! News headlines.

Person I admire and why:

My parents. They moved to a different continent to advance their careers and provide their children with more opportunities.

Farthest place I've traveled:

Hong Kong, China

Something you might not know about me otherwise:

I once played the role of Magenta in the Rocky Horror Show onstage. These days, my performance pursuits are limited to voice lessons at the MacPhail Center for Music.

500 Washington Ave S, Suite 2020
Minneapolis, Minnesota 55415

T 612.338.0901

F 612.338.0921

www.labreche.com

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