



Lynsie Slachetka is an adventurous audience development specialist, social media strategist, and integrated marketing professional whose motto is to keep it “Targeted, Focused, and Strategic. Then the brand story can be heard.” Lynsie is known for diving into analytics and finding the hidden egg that unlocks authentic brand audience engagement.

Lynsie’s career in communications spans over a decade. She has extensive knowledge in digital advertising, search engine optimization, social media management, and brand reputation management. Lynsie worked for Hearst Digital Media Services and was co-owner of a Tallahassee-based marketing agency, Voxy Media Group, before stepping away for new ventures. She’s a Midwestern gal with a heart for the world. Lynsie loves communications—the art of effective advertising. She also loves her kids, hubby, kayaking, and exploring. Her motto is: “Nothing is impossible if you just start it.”