



## **2022 Women in Professional Services: Lindsay Church, Great Ink Communications**

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Lindsay Church  
Account Director

## Great Ink Communications

In the last 12 months, what was your TOP career highlight? It's always exciting to work with journalists from all facets of media to help tell our clients' stories. Whether it's a new project/development, an innovation in the AEC space, or burgeoning trend, my highlight is collaborating daily with clients to share their knowledge and activity with the world!

What advice would you give the next generation of women in your industry? Much of PR is about building and maintaining relationships – balanced between your clients and the media – you definitely have to have strong people skills, be organized and also persistent. Always be thinking about your clients; ask yourself how you can provide a new opportunity or great experience each day.

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