

# Lindsey McKee

Chief Storyteller / Owner of Storyteller Symphony  
Staffing Industry Analysts (SIA) Marketing Communications Manager, Crain Communications  
Member Since September 2023

Lindsey McKee is in a groove. An accomplished musician (clarinet, bass clarinet, and beginner piano) and writer, Lindsey draws upon her twin passions of music and storytelling to make Milwaukee a healthier, more equitable place to live and work.

Two years ago, after nearly two decades in corporate communications, Lindsey launched her freelance communications business, Storyteller Symphony LLC.

“The business name idea came from the music a typewriter makes when a storyteller is typing,” she said. “My goal is to tell community stories that fill the world with the music of beautiful words.”



Armed with a pair of red Chucks, an exuberant smile and countless music playlists, Lindsey is steadily and purposefully applying her talents in service of our city. In addition to Rotary, she is a member of ForbesBLK, the Milwaukee Press Club and Professional Dimensions, where she serves on the Racial Equity Committee. An elder and past deacon at Immanuel Presbyterian Church, Lindsey served on boards of directors for the Milwaukee Press Club Endowment and the Public Relations Society of America’s Southeastern Wisconsin chapter.

Lindsey’s volunteer work reveals her generous spirit. As a deacon, Lindsey would bring flowers to parishioners with difficulties or take them out, perhaps to see the Christmas lights during the holiday season. For many years, she was a caregiver to her grandmother, who was living with Alzheimer’s and she is currently a caregiver to both her parents. Her creed is simple:

“If you can be of service, you should serve.”

With such a full plate, one might wonder where Lindsey gets her energy. If it’s true that music releases mood-enhancing dopamine in the brain, Lindsey gets a steady stream of inspiration from her broad musical tastes. On any given day, she might be listening to Bach, Donnie McClurkin, Queen, Dean Martin or badass female artists like Lizzo and Pink. She especially loves music that combines elements of old and new, such as Postmodern Jukebox’s doo-wop rendition of “My Heart Will Go On.”



“Music is everything. I can fill my heart with it when I’m listening to music or pour my heart into it when I’m playing music,” she said.

Plato is credited with saying that music “leads to all that is good, just and beautiful.” Inspired by her family history, Lindsey cares deeply about issues related to social justice and racial equity. She is especially motivated to amplify the voices of the underserved. Lindsey grew up in Milwaukee’s Garden Homes neighborhood. She shares a special bond with her mother and maternal grandmother, both of whom showed resiliency against incredible odds.

“My mom is my ride-or-die and my inspiration. Knowing the difficulties my grandmother experienced and what my mom saw my grandmother experience, their resiliency is so remarkable. They were able to show so

much love in spite of living through difficult times. I want to help people like them to share their stories.”

A Marquette University journalism grad, Lindsey’s professional career has included communications work for VISIT Milwaukee, Northwestern Mutual and UnitedHealthcare. She has also worked as advertorial coordinator for the *Milwaukee Journal Sentinel* and continues to write freelance articles for the *Journal Sentinel* and *BizTimes*. For her “day job,” Lindsey currently works for Staffing Industry Analysts, a Crain Communications company, as a marketing communications manager.

Reflecting on her professional achievements, Lindsey is especially proud of her work for VISIT Milwaukee, where she directed attention to businesses owned and operated by people of color. For a travel journalist with *The Daily Beast*, Lindsey created an [itinerary](#) showcasing businesses such as Coffee Makes You Black, Sherman Phoenix, Nō Studios and the Wisconsin Black Historical Society & Museum.

“I had the opportunity to be an advocate for my city by shining a light on *all* parts of our city. I could bring in people and businesses that aren’t always included.”

These days, Lindsey is focused on working to keep young professionals of color in Milwaukee.

“Our city needs to do a better job supporting and protecting people of color, especially in workplaces where we are not always truly welcomed. We belong here, we have powerful voices, and we too are strong contributors to our city’s story.”

A graduate of the prestigious leadership development program Forward 48, Lindsey discovered Rotary after Rotarians Antoine Carter and Hanna Paul spoke during a Forward 48 alumni event. Lindsey is now a member of Rotary’s Marketing Committee.

“Rotary could be considered your graduation from Forward 48. What I’ve come to appreciate most about Rotary is the ability to connect with people from different walks of life. I work remotely, so Rotarians are like my chosen colleagues.”



**Editor’s Note:** *Rotary People of Action* is a bi-monthly series written by a group of Rotarians. This feature was written by Elizabeth Evans Draper.