

# *Lori* WILSON

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## *highlights*

**PROJECT MANAGEMENT** • Organized communications liaison with background in marketing, event-planning, public relations and sales. Versatile writer, editor and strategist with thorough knowledge of Adobe Creative Suite, Microsoft Office, Constant Contact, Salesforce and CRM software. Experience with WordPress, HTML and Dreamweaver.

**CLEAR COMMUNICATION** • Experienced communicating technical concepts while illustrating benefits with persuasive calls to action. Familiar with educational and corporate settings and their diverse audiences.

**DESIGN SKILLS** • Fifteen years of experience in graphic design. Adept at designing for a variety of budgets and clients. Proven record of successful direct mail and e-mail projects using the latest technology and printing methods.

## *experience*

2014 - present UW E-Business Consortium Madison, Wisconsin

### **MARKETING & COMMUNICATIONS MANAGER**

- Develop and execute an effective marketing and communications strategy and tactics for a university-industry partnership with more than 70 member companies across Wisconsin.
- Support the planning and execution of annual conference by creating and implementing a comprehensive digital marketing communications plan, recruiting and promoting sponsors, and designing all collateral.
- Direct member communications, content development and event promotion to engage and retain members.

2010 - 2014 Mead & Hunt, Inc. Madison, Wisconsin

### **SENIOR MARKETING COORDINATOR**

- Responsible for producing winning proposals in a deadline-driven environment. Tasks included coordinating materials, writing and editing technical copy, designing documents. Win rate was 10 percent higher than industry average.
- Created marketing strategy, ads, brochures, award submittals, e-blasts and presentations to support annual business plan and branding initiatives.
- Designed and edited clients' public outreach collateral, executive summaries, public notices, handouts and reports.
- Managed blog by coordinating the editorial calendar, recruiting writers, ghost-writing, and publishing posts.
- Organized and implemented trade show plan, including sponsorships, slideshows, invitations and display designs.
- Led marketing support for annual air service development conference, including creating online registration and agenda, editing presentations, sending e-invitations, assisting with planning and hosting on-site.

2008 - 2010 Topeka High School Class of 1999 Madison, Wisconsin

### **REUNION COORDINATOR**

- Planned three-day event for 250 classmates and their guests, including selecting activities, catering and locations.
- Designed invitations, decorations, slide show and class directory. Created and maintained website and social media networks. Managed registration, updates and promotion.

2007 - 2008 McKeough Land Company, Inc. DeForest, Wisconsin

### **MARKETING COORDINATOR**

- Designed marketing materials for 13 Wisconsin developments, including logos, signage and all publications.
- Managed all direct mail campaigns, including designing pieces, taking photographs, selecting address lists and negotiating with printers, as well as writing corresponding e-mail and web content.
- Created and placed press releases and advertisements in newspapers, magazines, websites and radio stations.
- Generated, allocated and tracked annual and project-based marketing budgets with manager.

2004 - 2007 Herff Jones Yearbooks Madison, Wisconsin

### **INDEPENDENT YEARBOOK SALES REPRESENTATIVE**

- Won accounts totaling \$348,500 in a territory that included Madison, Milwaukee, Green Bay and Appleton.
- Supported pre-K through university clients, including the University of Wisconsin, in the production of yearbooks, calendars and supplements. Service included technical support; budgeting; and teaching writing, design and marketing.
- Acted as instructor, planner and public relations specialist for yearbook workshops and national conventions.

## *education*

1999 - 2003 Kansas State University Manhattan, Kansas

### **BACHELOR OF ARTS IN MASS COMMUNICATIONS – PUBLIC RELATIONS, MINOR IN WOMEN'S STUDIES**

- Cumulative GPA: 3.66, Phi Beta Kappa. Studied in Paris, France at L'Institut Catholique de Paris.
- Worked as a newspaper advertisement designer, yearbook editor and marketing director and public relations intern.