

Laurie Lonsdorf



marketing & communications specialist

strategic planning • creative concepts & copywriting • project execution

Confident, creative and highly qualified marketing professional with 15 years distinguished performance as communications manager, strategist, project manager and copywriter.

- Proven ability to conceive, develop and successfully implement creative programs that align with business objectives.
- Experience developing effective marketing campaigns that convey the desired message through direct response, print, online and email media and experiential marketing.
- Industry experience includes promotional merchandise, real estate/property management, retail, professional services, food and hospitality, technology, aerospace, non-profit, health and fitness.

Relocating Lansing, MI June 2010

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core strengths

- strategic thinking
- relationship building
- project management
- content creation
- website development
- SEO expertise
- social media
- collaborative brainstorming
- presentation skills

professional experience

owner, copywriter, strategist, marketing consultant

Persuasive Communications, 1999 – Present

Develop and execute effective marketing communications and creative campaigns for clients. Produce marketing strategies that deliver a client's desired business results. Brainstorm and develop tactical plans, promotions and PR strategies for creating brand awareness and generating business.

Copywriting and creative conceiving that expresses a company's distinctive branding through brochures, blogs and articles, web content, direct marketing, print advertising, newsletters, proposals, catalogs and press releases.

Provide packaged, low-cost services targeted to small businesses with few to no marketing initiatives. Produce content, layout and delivery for newsletter service in both print and electronic formats. Achieved average open rate of 46.7% for all client email newsletter programs. Offer packaged web design and SEO content for small businesses needing entry-level websites.

Successfully delivered over 300 projects in ten years to a variety of clients, from individual consultants to small business to fortune 500s. Clients include Marriott Hotels, University of Washington, Microsoft, Boeing, John L. Scott and RE/MAX brokerages and individual real estate agents, DA Davidson, Restaurants Unlimited, CreativeTechs, Hawley & Associates Insurance, Koss Property Management and Ravenna Gardens.

project manager

The Write Stuff, 1998 - 1999

Managed small- to medium-sized multi-lingual translation projects for technical communication and translation agency. Managed external freelance translators and internal production staff. Planned and scheduled projects, developed proposals and cost estimates, performed production edits, resolved issues, managed budgets and maintained client relationships.

associate publications manager/copyeditor

The Write Stuff, 1996 - 1998

Edited all documents for technical publications department. Performed copy, substantive, and production editing for client online and print documentation. Includes operating instructions, service manuals, white papers, data sheets, quick reference cards and online Help files.

Managed publication process. Coordinated project deliverables with clients. Gathered historical data used to develop publication plans. Tracked project status and developed weekly reports. Managed document version control and maintained publication archives.

administrative professional

Deloitte & Touche Consulting Group, 1994 - 1996

Provided administrative support to senior-level staff for management consulting division of Big Six professional services firm. Copyedited bimonthly consulting newsletter. Assisted IT principals and client service staff by word processing correspondence, creating presentations and producing and editing proposals. Researched potential clients and projects using Lexis-Nexis.

communications manager

PONCHO, 1991 - 1993

Managed marketing campaign for two annual fundraising auctions benefiting the arts. Developed publicity strategy with PR firms, wrote media releases and produced beneficiary publicity pieces. Coordinated production of catalogs, brochures, newsletters and other marketing communications with freelance writers, design firms, printers and direct mail houses. Edited all communication pieces including marketing collateral and media information.

Produced eight yearly issues of organization's donor newsletter (circulation 6,500). Developed story ideas, wrote, edited and managed budget, printing and mailing.

education

- University of Washington, Certificate, Technical Writing and Editing
- Colorado College, BA, English

computer skills:

- Microsoft Office, FileMaker, Adobe Dreamweaver, Adobe Photoshop, Adobe InDesign

awards:

- *Silver Award, Public Relations*, CASE District VIII Recognition Program University of Washington, Transportation Department campaign, 2004
- *Distinguished* award, Society for Technical Communication, 1998

speaking engagements:

- Former presenter at the Greater Seattle Chamber of Commerce and Small Business Administration on small business marketing topics.