

LAURA WALKER

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QUALIFICATIONS

- Marketing and communications professional with comprehensive organizational and leadership skills
- Project manager with advanced ability to balance priority with deadline in work planning, collaboration and development
- UI/UX design savvy, B2B/B2C content chops, technical writing/editing proficiency, insightful and skilled content writer
- WordPress website creator versed in SEO/SEM, Google analytics, social and other digital media marketing best practices
- Master's degree in writing, 10+ years as college English instructor, over 18 years professional writing and editing experience.

RELEVANT EXPERIENCE

Freelance Writer, Editor, Web Designer & Marketing Strategist (portfolio on LauraWalkerWriter.com) **08/03 – Present**

As a practiced hand in the planning, design, fulfillment, analysis and revision of compelling marketing and communications projects, I provide a wide spectrum of services—often a “one-stop-shop” for my clients. Having worked with numerous organizations in myriad industries, I have written award-winning business plans, complete with competitive analysis and financial projections, as well as planned and executed effective marketing programs. From the complex job of rebranding to the straightforward print-mailer campaign, and everything in between, I've done it or will quickly learn how. Some examples:

- **Writing:** Specialty, research and news articles; company correspondence; press releases; white papers, blogs, website copy, UX/UI content; video and film scripts; business plans, analysis and reports; various other marketing materials.
- **Editing:** Technical, government and scientific documents; a financial journal, poetry anthology, literary magazine, digital magazine; a dissertation adapted into a self-help book; a novel; procedure manuals; and all manner of marketing assets.
- **Marketing and Design:** WordPress website creation; UX/UI content, design and analysis; social media, email and product marketing; SEO and Google Analytics; print advertising and sales materials; graphic design and video editing; crowdfunding and nonprofit fundraising; professional content acquisition and management; design sprints.

Assistant Program Director

10/16 – Present

[LiTFUSE](#) (a program of [Tieton Arts & Humanities](#)) - Tieton, WA

In its 15th year, this annual poetry workshop event has earned national recognition and grants from the Poetry Foundation and National Endowment for the Humanities, among others. The 2020 and 2021 events were held virtually. My very part-time, seasonal responsibilities include creation of and updates to the website; design and implementation of comprehensive marketing program, focused on email and social with dedicated campaign landing pages, testing and analysis; development of registration, scheduling and virtual/in-person event management systems; faculty and volunteer coordination; collaboration on virtual/in-person program offerings, including consignment book sales, lodging and event communications.

Adjunct Instructor – Composition I and II

2011 – 2021

Front Range Community College (Westminster, CO); Orange Coast College (Costa Mesa, CA); Columbia Basin College (Pasco, WA)

Designed equitable, active learning communities for students to become writers and critical thinkers, acquiring the skills needed to communicate effectively for the rest of their lives. Emphasized use of audience-focused and purpose-driven rhetorical strategies in planning, writing, and revising analytical, evaluative, and argumentative compositions that conform to MLA or APA style guidelines.

Content Development Director

01/15 – 09/17

Community Health Focus, Inc (CHF) - Irvine, CA

Oversaw internal and external communications including robust content calendar for the creation of the [Community Pain Center](#), a destination website for chronic pain. Planned, assigned, wrote, edited, and ensured that all content aligned with brand strategy and mission—for the website, magazine, videos, digital and print marketing campaigns, webinars, stakeholder correspondence, investor presentations, etc.— across digital channels. Collaborated with partner organizations and influencers on shared marketing; acquired cost-free, original content from healthcare professionals, nonprofits and government officials; supervised other content creators.

Assistant Director & Managing Editor

01/15 – 09/17

[National Fibromyalgia Association](#) (NFA) - Newport Beach, CA

Assisted in the planning and execution of programs dedicated to improving the quality of life for people with fibromyalgia (FM). This included coordinating volunteer efforts, fundraising and planning events; writing, editing, designing and publishing content for the website, newsletter, magazine; engaged FM community through email, social, e-commerce and other marketing channels. Served as Managing Editor of *The NEW! Fibromyalgia AWARE* digital magazine, which included team supervision, content planning and acquisition, design and editing, publishing and advertising, subscriber services, and marketing.

Marketing Manager **01/09 – 01/10**

Universal Funding Corporation - Spokane, WA

Managed the design and implementation of new branding strategy, including social media relations, website redesign, local B2B networking, and multimedia marketing campaigns. Developed new systems for lead generation, sales and marketing performance analysis and budget management. Wrote optimized content consistent with new brand and mission for website, blog, white papers, sales correspondence, and other marketing materials to realize 18% annual increase in sales volume.

Technical Editor **04/10 – 04/12**

ANR Group, Inc. contracted by Washington Closure Hanford (WCH), U.S. Department of Energy - Richland, WA

Formatted and edited technical documents to comply with WCH's style guidelines using MS Word, Adobe Acrobat Pro, and Visio. Planned individual work schedule and collaborative projects while interfacing client and stakeholder goals with graphics department, document control, reviewers and government regulators for the cleanup of the Hanford Site.

Director of Communications **08/07 – 12/09**

Forward Footprint, LLC – Spokane, WA

Wrote award-winning comprehensive business plan for a startup eco-construction project, including intensive market research and competitive analysis of construction, demolition, recycling and waste industries, as well as local environmental policy and government regulations. Developed branding strategy, website and blog content, advertising copy, investor and stakeholder presentations, and extensive business correspondence.

EDUCATION

NxLevel for Entrepreneurs **2008**

Small Business Development Center - Spokane, WA

M.F.A Creative Writing **2005**

Eastern Washington University - Cheney, WA

B.A. English **2002**

Southern Utah University - Cedar City, UT

TECHNICAL SKILLS

- Microsoft: Office Suite, Access Database, FrontPage, Publisher, PowerPoint, Project, Visio; Google Workspace
- Adobe Creative Cloud; CorelDraw Graphics Suite, VideoStudio, YouTube Studio
- WordPress, CSS, HTML, Google Analytics and Cloud Platform
- Constant Contact, Mailchimp, Hootsuite, Survey Monkey
- Asana, Canva, Facebook, Hubspot, Instagram, Miro, Trello, Twitter
- QuickBooks Pro

AWARDS

Teaching Excellence Award Nomination, Front Range Community College, Westminster, CO **2021**

Highly Commended, Gregory O'Donoghue International Poetry Competition, Cork, Ireland **2013**

Governor's Volunteer Appreciation Award, Airway Heights Correctional Center **2009**

1st Place, Business Plan Writing Contest, Small Business Development Center **2008**

Volunteer Appreciation Award, Airway Heights Correctional Center **2004**

COMMUNITY INVOLVEMENT

Food Bank of the Rockies - Denver, CO

Volunteer – Warehouse Reclamation **2018 – 2019**

Inspected, cleaned, sorted, and boxed items from food drives and grocery rescue for distribution to clients.

Frontline Foundation - Los Angeles, CA

Volunteer – Skid Row **2012 – 2016**

Supplied ingredients, prepared and distributed sack lunches to Skid Row residents.

The Chaplaincy - Kennewick, WA

Volunteer – Benton County Jail **2010 – 2012**

Provided services and support on a volunteer basis to women incarcerated in the Benton County Jail.

Airway Heights Correctional Center - Airway Heights, WA

Volunteer Instructor – Writers in the Community Poetry Workshop **2004 – 2009**

Conducted weekly creative writing workshops, introduced prompts, assisted with submissions and publication.