

LAURA WALKER

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QUALIFICATIONS

- Marketing and communications director with comprehensive organizational abilities and compassionate leadership talent
- Insightful and skilled content creator and storyteller, UI/UX design savvy, B2B/B2C and internal marketing proficiency
- WordPress website creator versed in SEO/SEM, analytics, social media and other digital marketing best practices
- Project manager with advanced ability to balance priority with deadline in work planning, collaboration and implementation
- Master's degree in writing, 10+ years as college English instructor, over 10 years marketing leadership experience.

RELEVANT EXPERIENCE

Marketing Communications Director

02/22 – 04/24

[Aequor](#) (Staffing for healthcare, education, life science and technology) – Piscataway, NJ

- Created new parent company branding and unified 10 acquired staffing companies across multiple industries under a single brand and marketing program.
- Key decision maker in the design and development of new websites, self-service talent portal and mobile app.
- Designed marketing content for multiple websites, email, social media, landing pages, print media and public relations.
- Created sales collateral and corporate communications, including client presentations, one-sheets, pitch decks and video.
- Directed the development and implementation of marketing and communications strategies for internal and external audiences, including collaboration with nine division leaders on individual B2B/B2C and team motivation campaigns.
- Led and/or executed cross-functional projects with human resources, payroll, compliance and staffing divisions.
- Integral in building and improving company culture and employee engagement and retention.
- Orchestrated team attendance and brand representation at division-specific conferences and events resulting in new business and expanded brand awareness.
- Supervised content creation team, social media management, offshore development team, vendors and contractors.
- Analyzed, reported and improved marketing strategy based upon performance data across channels.
- Budget planning and expense management toward profitable ROI aligned with KPI goals.

Freelance Writer, Editor, Web Designer & Marketing Specialist (portfolio on LauraWalkerWriter.com)

08/03 – 09/23

As a practiced hand in the planning, design, fulfillment, analysis and revision of compelling marketing and communications projects, provided a wide spectrum of services—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; white papers; blogs, website and app content; digital ads; video and film scripts; company correspondence; press releases; business plans, analysis and reports; various other marketing assets.
- **Editing:** Technical, government and scientific documents; a financial journal, poetry anthology, literary magazine, digital magazine; adapted a dissertation into a self-help book; a novel; procedure manuals; and all manner of marketing copy.
- **Marketing and Design:** WordPress development; UX/UI analysis and design; SEO/SEM; Google Analytics; graphic design and video editing; crowdfunding and nonprofit fundraising; professional content acquisition and curation; design sprints.

Assistant Program Director

10/16 – 09/23

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

This annual poetry event earned national recognition and grants from the Poetry Foundation and National Endowment for the Humanities, among others. My responsibilities included creation and updates to the website and marketing program; 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)

Created 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 (CHFI) - 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. 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). Coordinated volunteer efforts, fundraising and event planning; writing, editing, design and publication of content for website, newsletter, magazine, advertising; 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, leveraging web development agency. Established 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 collateral, 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 company and regulatory guidelines. 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 nuclear waste site. Participated in monthly safety training.

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, Project, Teams, Visio; Google Workspace
- Adobe Creative Suite, CorelDraw Graphics Suite, VideoStudio, YouTube Studio, Microsoft Clipchamp
- WordPress, Wix, CSS, HTML, GoDaddy, Google Analytics and Cloud Platform
- HubSpot, Sense, Constant Contact, Mailchimp, Hootsuite, Survey Monkey
- Asana, Canva, Meta, Miro, Trello, Zoom
- QuickBooks Pro