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*Partial portfolio samples are located at:
<http://www.lindaharrell.com>*

Linda L. Harrell

Strategic Marketing Communications, Graphic Designer, Technical Writer, Copywriter, Web

This is a function-based summary resume. A detailed chronological resume is available.

Current Position: Owner and manager of a business that provides strategic marketing communications consulting to small businesses, including marketing plans; advertising design and development; press plan development, implementation, and management; corporate marketing materials development, design, implementation; project management; web site copywriting and management, event planning assistance, online marketing strategies, basic Internet SEO strategies, and blog development.

Experience

Marketing Communications

Development and implementation of strategic marketing plans for product, service, and company messages to increase sales through development of marketing sales tools

Manager of department work, supervising/hiring/reviews of marketing staff for the execution of the company's strategic plan, management of own projects and work that included:

- Conceptual art, art director, graphic arts, and desktop publishing production
- Development of marketing plans and management of projects
- Copywriting for manuals, press, procedures, processes, newsletters, advertising, websites, marketing communication materials, video scripts, training, and other content
- Printing coordination, bid process, department administration and budget development
- Business plan documents

Copywriting and Documentation

Copywriting and content development provided for many different industries, styles, and needs for marketing copy and for technical content for both IT and food science.

- Copywriting for biographies, newsletters, manuals, training materials, marketing communications, award nominations, internal presentations, video scripts, and business media communications
- Copywriting for press articles, press releases, newsletters, advertising, websites, and video scripts
- Web content development
- Documentation for technical manuals, business procedures, and manufacturing processes
- Writing of feature articles for submissions to trade magazines, writing of business profile articles for chamber newsletters
- Editing of materials of others for better content flow, grammar, punctuation; organization of material into chapters; development of indexes and tables of content
- Research, development, copywriting, and graphic design of extensive stylebook of corporate standards for global food manufacturer

Online Marketing Strategies

Create and implement online marketing strategies to include strategic placement of materials, copywriting for the web, optimizing existing web site, and creating optional and additional opportunities relevant to each business.

Web Site Design, Planning

Web sites demand more than technical building. They require the planning of the internal back-end process, planning of the flow of web pages, planning of how to get your message out and what to do when it works. Working closely with web developers, I bring a marketing and design perspective to the functionality of the architecture for a useful user experience and conversion for the company.

- Web site design, content writing, photo editing, art conceiving
- Web site project management, site plans, and overseeing of technical consultants
- Web site business plans and internal back-end process planning

Accomplishments

- Optimized business presence on the Internet with successful and noticeable increase in search results
- Increasing regional presence/press recognition for large real estate business, expert/specialty services positioning in the marketplace
- Increased global presence and press recognition for small food manufacture by 80%
- Expanded a one-year-young IT documentation function to a full IT communications function that resulted in more synergy within the department, as well as more goodwill with satellite external users – developed and documented administration procedures
- Built a Creative Services Department from the ground up from a one-workstation newsletter capability to a multi-workstation, full-service creative department to support change in internal management – then reengineered Creative Department into new marketing function by implementing significant change in department focus, objectives, and administrative processes from an internal communication to external communication focus

Education

Purdue University, West Lafayette, IN - B.A., Design (Interiors)

Summary Continuing Education – various seminars have been attended on topics such as proofreading, business writing, conflict resolution, workplace skills, interview processes, MS Office, designing electronic presentations, and including:

Toastmaster's Speechcrafter Leadership Program Graduate – Corporate Program

Stephen Covey Seminars – First Things First, What Matters Most

American Management Association - The Fundamentals of Marketing

USF/Lakeland - Web Page Design – summer session

Polk Museum of Art – The Business of Marketing Art

Greater Tampa Association of Realtors - Real Estate Marketing on the Web

Real Estate – various training classes on real estate marketing and available tools

www.lynda.com – software and related online methods training

*Art portfolio, documentation/copywriting/technical writing samples,
and references are available upon request.*

Web site supplement to resume:

<http://www.lindaharrell.com/portfolio.htm>