

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 execution
- Business-to-business acumen, technical writing and editing proficiency, perceptive and versed content writer
- WordPress website creator with knowledge of best SEO practices, analytics, social and other digital media marketing
- Master's degree in writing, 10 years teaching college-level English, 15+ years professional writing and editing experience.

RELATED EXPERIENCE

Freelance Writing, Editing, Marketing & Website Creation (portfolio on LauraWalkerWriter.com) **08/03 – Present**

As a practiced hand in the strategy, design, fulfillment, analysis and revision of compelling marketing and communications projects, I provide a spectrum of services. Having worked with numerous organizations in myriad industries, I have also written award-winning business plans, complete with competitive analysis and financial projections, as well as planned and executed marketing strategies. From the complex job of comprehensive rebranding to the straightforward print-mailer campaign, and everything in between, I've done it or will quickly learn how. Some examples:

- Copywriting: Specialty, research and news articles; B2B correspondence; press releases; white papers, blogs and websites; video and film scripts; business plans and reports; and various other marketing materials.
- Editing: Government and scientific documents, quarterly financial journals, semi-annual literary magazine, poetry anthology, quarterly digital magazine, procedure manuals, and marketing materials.
- Marketing: WordPress website creation, social media and email marketing, print advertising and sales materials, nonprofit fundraising, and successful solicitation of high-quality content donated by professional writers and bloggers.

Content Development Director

01/15 – 09/17

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

Oversaw communications for the creation of the [Community Pain Center](#), a destination website for people with chronic pain. Planned, assigned, wrote, edited, and ensured that all scheduled content aligned with branding and strategy goals, whether it was for the website, magazine, videos, digital or print campaigns, webinars, correspondence, corporate dissemination or other presentation materials. Published optimized content across media channels, analyzed impact and adjusted strategy.

Managing Editor

01/15 – 09/17

The NEW! Fibromyalgia AWARE Magazine; Irvine, CA

In addition to writing at least one article for each issue of this quarterly magazine, I was tasked with the initial and final editing of every section and all advertisements, as well as selecting images for each article and helping with the layout. [The NEW! Fibromyalgia AWARE](#) digital magazine offers straightforward, insightful information and support for everyone affected by fibromyalgia and its related overlapping conditions.

Assistant Executive Director

11/15 – 09/17

[National Fibromyalgia Association](#); 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 informational content for website and newsletter; engaged FM community through email, social, e-commerce and other channels. The NFA is a 501(c)(3) non-profit organization with over 236K Facebook followers.

Marketing Manager/Writer

01/09 – 12/09

[Universal Funding Corporation](#); Spokane, WA

Implemented new branding strategy, including social media relations, search engine optimization, local networking, and multi-media marketing campaigns. Developed new systems for sales performance analysis and budget management utilizing Google Analytics, among other tools. Wrote content consistent with new branding message for website, blog, white papers, sales correspondence, and other marketing materials to realize 18% annual increase in sales.

Communications Director

08/07 – 12/08

Forward Footprint, LLC; Spokane, WA

Wrote award-winning comprehensive business plan for a new eco-construction project, conducted intensive market and competitive analysis, developed website content, created advertising copy and presentation scripts, and produced extensive business correspondence.

EDUCATION

NxLevel for Entrepreneurs Comprehensive Business Plan Development; Spokane, WA	2008
M.F.A Creative Writing Eastern Washington University; Cheney, WA	2005
B.A. English Southern Utah University; Cedar City, UT	2002

TECHNICAL SKILLS

Microsoft Products: Office Suite, Access Database, FrontPage, Publisher, PowerPoint, Project, Visio, Web Expressions
Graphics Products: Adobe Illustrator, Photoshop; CorelDraw & PhotoPaint
WordPress, CSS, HTML, Google Analytics
Constant Contact, Mail Chimp, Hootsuite, Survey Monkey
QuickBooks Pro

AWARDS

Highly Commended, Gregory O'Donoghue International Poetry Competition, Cork, Ireland	2013
Best Poem of Issue, <i>Inscape</i> , Washburn University	2013
Governor's Volunteer Appreciation Award, Airway Heights Correctional Center	2009
1 st Place, Business Plan Writing Contest, Small Business Development Center	2008
Volunteer Appreciation Award, Airway Heights Correctional Center	2004
1st Place, Best Column, <i>Las Vegas Review Journal</i> /H.S. Journalism Awards	1992, 1993

COMMUNITY INVOLVEMENT

<i>Food Bank of the Rockies; Denver, CO</i> Volunteer – Warehouse Reclamation Inspect, clean, sort, and box items from food drives and grocery rescue for distribution to clients.	2018 – Present
<i>Tieton Arts and Humanities; Tieton, WA</i> Assistant Director – LiTFUSE (Annual Poetry Workshop) Website creation with class selection system, workshop registration, bookstore management, faculty and keynote speaker hosting.	2016 – Present
<i>Frontline Foundation; Los Angeles, CA</i> Volunteer – Skid Row Provided ingredients, prepared, and distributed sack lunches to Skid Row residents.	2012 – 2016
<i>The Chaplaincy; Kennewick, WA</i> Volunteer – Benton County Jail Provided services and support on a volunteer basis to women incarcerated in the Benton County Jail.	2010 – 2012
<i>Bomber Boosters; Richland, WA</i> Volunteer – Richland High School Wrote articles for sports media guide; fundraising for athletic programs; hair and makeup for multiple theatrical productions.	2010 – 2014
<i>Junior Achievement; Kennewick, WA</i> Volunteer – Bowling Classic Fundraiser Administrative and operations support.	2010
<i>Shaw Middle School; Spokane, WA</i> President – Parent-Teacher Group Citizen's Advisory Committee, fundraising, student-led conference workshop.	2008 – 2009
<i>Airway Heights Correctional Center; Airway Heights, WA</i> Volunteer Instructor – Writers in the Community Poetry Workshop Developed syllabus, overall course structure, workshop procedures, and administered student submissions for peer workshop and publication.	2004 – 2009