

**CAREER FOCUS: Project / Program Manager, Media****Value Offered**

- ✓ **Solid project management and team leadership abilities** – able to keep projects on track even under difficult circumstances, build consensus amongst all stakeholders and deliver exceptional results
- ✓ **Experienced with a wide variety of media** including film, video, print, web, and events, with expertise in determining best media channel for delivery of targeted communications
- ✓ **Unique blend of strategic and creative proficiency** that has consistently been valued by employers and that has helped organizations achieve their goals
- ✓ **Strong marketing expertise** – launched award-winning products and established / strengthened brand identity for numerous products and services
- ✓ **Exceptional combination of hard and soft skills** from software savvy and process methodology to risk management, learning agility, and interpersonal effectiveness

**PROFESSIONAL EXPERIENCE & ACHIEVEMENTS****Strategic Planning**

- Persuaded the executive management team of a \$10 million company to focus on the company's brand in order to define and execute a new strategic marketing plan to counteract a severe economic downturn.
- Recruited for strategic insight and marketing savvy by a nationally acclaimed institute for artistic and creative professionals.
- Co-managed a comprehensive redesign of the marketing plan for 4 programs in a network of 5 schools, during a transitional phase for a non-profit organization.
- Researched and collected critical data that enabled school leaders to focus on most popular courses with greatest potential.

**Project Management & Leadership**

- Oversaw a team of 20+ graphic designers, programmers and account managers on Kraft brand projects that included Jell-O, Miracle Whip and Good Seasons for a leading agency in high-end, cutting edge interactive marketing for Fortune 500 clients.
- Spearheaded and managed projects for a large manufacturer that included all web-based initiatives; graphic design, layout and copywriting for retail campaigns.
- Managed the design and layout of a new 90-page wilderness school catalog in the middle of a large reorganization and produced catalog 2 months ahead of schedule.
- Orchestrated the overhaul of an entire marketing campaign, including a 300+ page web site, email communications, catalog, postcards and brochures for a non-profit organization.

**Media & Marketing**

- Played key role in creation of an award-winning exhibit for Moss, Inc. 2 years-running at the Globalshop retail trade show.
- Revamped outdated marketing materials and developed quality sales tools to facilitate a transition from tradeshow to retail market place.
- Designed a consistent look for all marketing collateral that helped to increase enrollment and brand identity for an outdoor school.
- Created and launched several websites, (including an award-winning site for children) for clients that included visual artists, successful musicians and a community arts entity as an independent web consultant. Won 2002 Maine Media Women Communications Contest awards for 2 sites.
- As producer for a top interactive marketing agency, oversaw the production of the Kraft Interactive Kitchen website that garnered numerous awards including Computerworld "Top 100 of the Web" and Direct Marketing Association's Echo Award.

## CAREER CHRONOLOGY

### POP!TECH INSTITUTE, Camden, ME

*Presenter of the Pop!Tech conference on technology, culture, and innovation*

#### **Associate Producer** Fall 2007

Provided consultation based on 8 years of active involvement with the conference; managed photo exhibits, signage production & placement; graphic design; speaker management.

### OUTWARD BOUND, Rockland, ME

*Premier non-profit adventure learning organization*

#### **Marketing Manager** 2003 to 2005

Managed projects that included marketing strategy, web site development, graphic design and production and marketing collateral for national experiential education organization.

### MOSS INC., Belfast, ME

*\$10 Million manufacturer of fabric structures used for exhibits, events and retail interiors*

#### **Marketing Communications Manager** 2002 to 2003

Strategized, created, and managed marketing collateral including graphic design, writing, PR, photography, and web and e-mail authoring. Directed corporate presence at trade shows.

### LAURA CANNON WEB AND MULTIMEDIA, Rockport, ME

*Firm catering to clients wanting to leverage the internet to expand marketing reach*

#### **Independent Web Consultant / Producer / Designer** 2000 to 2004

Consulted to individuals and small businesses on web design and production, personally creating and launching sites.

### MAINE MEDIA WORKSHOPS, Rockport, ME

*Renowned learning center for media and creative professionals*

#### **Project Manager – Web Development** 1999 to 2000

Redesigned and launch The Workshops' web presence, from site structure to visual design to copywriting and coding.

### STRATEGIC INTERACTIVE GROUP (SIG), now Digitas, Boston, MA

*Global interactive agency providing cutting-edge marketing for top caliber national and international brands*

#### **Web Producer** 1996 to 1998

Managed a team of 20 professionals and acted as liaison between creative professionals and sales. Wielded a budget of \$1.5 million for Kraft Foods account. Managed and consulted on a wide array of projects for "umbrella" brand and individual product brands. Consulted on/managed data architecture of Oracle database.

#### **Earlier Employment:**

#### SIXTH GEAR MULTIMEDIA, New York, NY

Multimedia Producer 1995 to 1996

#### HEARST NEW MEDIA / HOME ARTS, New York, NY

Production Manager 1995

## EDUCATION AND SPECIAL SKILLS

UNIVERSITY OF COLORADO, Boulder, CO – BFA , Photography, Video and Film

CONTINUING EDUCATION – Workshops & seminars in Photoshop, Flash, streaming media, multimedia, and dynamic web development, through Maine Media Workshops, Macromedia, and Adobe.

TECHNICAL PROFICIENCIES – Microsoft Word, Excel, Project, Visio; Adobe Photoshop, ImageReady, InDesign; Macromedia Dreamweaver, Flash, Director; HTML; Final Cut Pro; Media Cleaner Pro; Real Producer; PC/Mac proficient

## AFFILIATIONS & COMMUNITY INVOLVEMENT

Pop!Tech Working Group, Marketing Committee, Green Room Co-ordinator

Maine Media Women 2002 Media Contest Award-Winner, Guest Speaker

Chocorua Lake Association (NH), Member and served on Board of Directors 2002-03

Maine Grand Opera, Volunteer