

RESULTS-DRIVEN MARKETING COMMUNICATIONS EXPERT

qualifications summary

Experienced marketing communications professional with 15+ years advanced expertise and demonstrated accomplishments in the strategic and tactical development and implementation of marketing, corporate, and technical communications. Critical expertise and proven success in interpreting corporate vision and marketing strategy; print, graphic and web design; media and public relations, copy writing, and social media best practices. Hands-on experience planning, building, and maintaining digital content assets as a writer, designer, and art director for B2B and B2C markets. Knowledge and experience in a variety of industries. Comfortable within all stakeholder environments. A results-focused, detail-oriented, self-starter recognized for employing exceptional project management skills, prioritizing projects, working within tight timeframes, consistently meeting deadlines, and delivering exceptional work product.

INDUSTRIES: Advertising Services | Business Services | Consumer Services | Education and Training Services | Marketing Services | Publishing - Books | Research Services | Staffing & Outsourcing Services | Technical Services | Business Software & Services | Information Technology Services | Trade Associations | Non-profits

critical skill set

- Strategic Analysis
- Creative Thinker / Idea Generator
- Art Direction
- Copy Writing & Editing
- Branding
- Print & Web Design
- Event Management
- Public Relations
- Project Management
- Social Media Marketing
- SEO / SEM Content
- Presentation & Communication

professional employment history

MARKETING COMMUNICATIONS CONSULTANT | 2008 - Present

INVOLVEMENT | Provide stand-alone or integrated business-to-business marketing communications services to individuals and organizations. Projects include strategic marketing plans, brand identity packages, web sites, social media marketing, email campaigns, collateral/sales support, direct marketing campaigns, white papers, advertising, and media/public relations. Client projects include:

BRANDING, WEB PRESENCE, PUBLISHING | College Path | 2009 - 2013

- Created brand identity, designed web site, wrote news releases, and produced 6 books for independent college admissions counselor.

WEB PRESENCE, PR, COPY WRITING | Supply Solutions Network | 2011 - 2012

- Designed logo, web site, and marketing collateral; developed and promoted white papers for international print outsourcing company.

PR, SOCIAL MEDIA/BLOGGING | Dream Brands | 2011

- Wrote articles and press releases for personal care product developer targeting the life style market.

notes

MARKETING DIRECTOR [CONTRACT] | WJ Global | 2008 - 2010, 2012

- Developed corporate identity and branding, built web sites and implemented digital presence; created marketing and sales collateral for multiple business units and service offerings for provider of outsourced IT services.

MAJOR ACCOMPLISHMENT(S)

- Authored, designed, and published digital and print versions of *A Writer's Guide to Fame and Fortune* – step-by-step guide for subject matter experts to use to build credibility and reputation.
- See www.klearlDEA.com/endorsements.

CHIEF PUBLIC RELATIONS OFFICER | The Republik / Rubberneck Media | 2006 - 2007

INVOLVEMENT | Establish media relations, maintain client engagement, and generate press and news releases to realize campaign objectives for agency clients. Includes account management, presentations and proposals, strategic direction, PR and media relations initiatives; new business development, and general business management. Report to Managing Partner.

MAJOR ACCOMPLISHMENT(S)

- Pitched and won major account to launch award-winning advertising agencies new public relations division.
- Secured multiple product placements for fashion shoe brand resulting in cover placement on People Style Watch, and interior photo mentions in Self, Jane, Teen, Blueprint, and other consumer fashion and trade publications.
- Secured sea trial demonstration with the outdoor editor of the Miami Herald for new boat brand resulting in nationwide pickup by print and online publications.
- Negotiated exclusive product placement of fashion boot brand in Will Smith's movie "I Am Legend."

CONSULTANT, COPY WRITER & JOURNALIST | Lorenti Writes | 2003 - 2006

INVOLVEMENT | Wrote proposals and presentations for individuals; researched, organizations, interviewed influencers, and wrote for articles for regional and trade publications.

MAJOR ACCOMPLISHMENT(S)

- Wrote business proposal targeting the health care industry that resulted in grant writer client landing a \$25,000 contract with a leading provider of electronic medical records software.

DIRECTOR OF MARKETING & PR | Charles & Colvard Ltd. 2001 - 2003

INVOLVEMENT | Direct marketing efforts as to how jewel brand is positioned in the market and with intended internal and external target audiences. Execute brand strategy and set visual and verbal direction, establish and manage brand guidelines and policies, create message frameworks, conduct brand training for sales team, business partners, and others charged with internal and external communications. Manage quality assurance for corporate marketing communications work as well as advertising and web site content. Manage agency partner relationships. Accountable for advertising media planning, buying, and traffic management. Manage co-op advertising program. Staff management. Consult across all functions of the company, with senior management, and board of directors. Report to President.

MAJOR ACCOMPLISHMENT(S)

- Acted as media spokesperson for the company
- Developed marketing strategy that achieved an increase in jewel sales of 44% (from \$11,505,000 to \$16,514,000), and the company's stock value rising 459% (from \$0.86 to \$4.81/share)* within 18 months

PRINCIPAL & CREATIVE DIRECTOR | Autumn Communications | 1994 – 2001

INVOLVEMENT | Event management, marketing and corporate communications, copy writing, and design projects for Fortune 500 clients in the New York Metro area.

MAJOR ACCOMPLISHMENT(S)

- Managed deliverables for a series of CIO executive conferences that resulted in a 75% savings over previous events managed by others [IBM].
- Retained for a 3-year period to manage the design and on-site collateral production of materials for 12 Fortune 100 CEO and CIO meetings with global business leaders [IBM].

Early Career History

Vice-President | Creative Image Associates, Inc. | 1982 – 1993

Freelance Graphic Artist | 1980 – 1981

Executive Assistant | General Reinsurance | 1974 - 1979

technology

- Software: MS Office 365 | MS Office 2010: Word, Excel, PowerPoint, Access, Outlook | Adobe: InDesign, Photoshop, Illustrator, Acrobat | Salesforce.com | Email Marketing: Mail Chimp, Constant Contact | Basecamp.com | WordPress.org
- Web/Multimedia: Adobe: Flash, Dreamweaver, Acrobat Pro | Fireworks | HTML & CSS | Search Engine Optimization (SEO) /Search Engine Marketing (SEM) | Web Administration | Content Management Systems

volunteering

- CATECHIST | 2012 – Present | St. Thomas More Church
- CO-CHAIR & MARKETING DIRECTOR | 2008 – 2012 | Minds That Work LLC
- PASTORAL COUNCIL, COMMUNICATIONS CHAIR | 2007 – 2010 | St. Thomas More Church
- HEAD, COMMUNICATIONS COMMITTEE | 2007 – 2010 | St. Thomas More Church

education, accreditations and affiliations

UNIVERSITY OF BRIDGEPORT | B.A.S. Program: Graphic Arts | Relevant Course Credits: Graphic Design, Color Design, Visual Organization, Visual Communications, Drawing, Photography, Typography, Calligraphy, Graphic Delineation, Advertising, Art History, and Architecture

STATE UNIVERSITY OF NEW YORK | A.A.S. Business Administration

INDEPENDENT STUDY: Adobe Creative Suite: Photoshop, Illustrator, Flash, Dreamweaver, InDesign, Wordpress.org

AWAI | Certification | Master Copywriter Boot Camp

CONTRIBUTOR | AllExperts.com

contact

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Amy resides in Chapel Hill, NC, and is open to domestic relocation.