

Lisa Lance

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Summary:

Writer and communications professional with experience in public relations, advertising, and marketing. Consistently demonstrates effective leadership, creativity, and personal initiative.

Specialties:

Writing, editing, public relations, media relations, message development, social media, corporate communications, event planning

Education:

The Johns Hopkins University

M.A., Writing - Non-Fiction - 2011 – 2013

Purdue University

B.A., Communications - Public Relations - 1996 – 2001

Experience:

Freelance Writer

Various Publications - 2002 – Present

Wrote articles and essays for print and online publications including *Baltimore Magazine*, *National Parks Traveler*, *Full Grown People*, *Bmoreart*, *Seltzer*, *Outside In Literary & Travel Magazine*, *neutrons protons*, *Patch.com*, *Sauce Magazine*, *20 Something Magazine*, and *Missouri Meetings & Events Magazine*.

Global Communications Manager

Nemetschek Vectorworks, Inc. - May 2013 – April 2014

Nemetschek Vectorworks, Inc., is a wholly owned subsidiary of European software giant the Nemetschek Group. A global leader in design technologies, the company develops computer-aided design (CAD) software for the architecture/engineering/construction, entertainment, and landscape design industries.

Developed corporate messaging and worked with marketing teams and global distributors to strengthen brand awareness around the world. Managed public relations strategy and cultivated relationships with U.S. and international media. Wrote and edited communications materials and managed content for the company's news site/blog, Planet Vectorworks. Acted as copy manager for marketing department. Oversaw Nemetschek Vectorworks' social media efforts. Managed global advertising and sponsorship opportunities. Led communications team, including copywriter, communications specialist, and video production specialist.

Public Relations Specialist

Nemetschek Vectorworks, Inc. - February 2010 – May 2013

Developed and managed public relations campaigns, conducted media outreach, and maintained relationships with U.S. and international media. Wrote and edited communications materials and marketing copy and created content for the company's news site/blog. Oversaw in-house copywriter and worked with freelancers. Managed social media efforts and educated staff and channel partners on social media best practices. Managed global advertising and sponsorship opportunities.

Senior Account Executive

Common Ground Public Relations - December 2007 – December 2009

Common Ground was named "Best PR Firm" in 2009 by St. Louis Small Business Monthly and one of St. Louis' "Fastest Growing Companies" in 2008 by the St. Louis Business Journal.

Served clients in the business and financial services, hospitality, health care, education, and non-profit industries. Managed client accounts; planned and executed public relations strategies; cultivated

relationships with reporters, editors, and producers to secure media placements; managed and wrote for client publications; and planned and promoted events.

Gift Card Marketing Specialist

Macy's - Midwest Division - July 2007 – December 2007

Macy's Inc. is one of the nation's largest retailers, operating more than 800 department stores.

Led all marketing efforts for both retail store and corporate gift card sales; created consumer and B-to-B marketing materials, sales presentations, and training materials; and researched and identified potential corporate gift card customers in all Macy's Midwest metro markets.

Marketing Manager

Macy's, Midwest Division - May 2006 – July 2007

Acted as liaison between the marketing department and buying office for men's and children's apparel, effectively working with both areas to resolve creative issues and improve the quality of advertising and marketing materials. Identified new marketing opportunities, made recommendations regarding advertising content, and worked with creative team and buyers to collect content for all advertising, ensuring adherence to brand standards and strategy guidelines for each event.

Copywriter | Senior Copywriter | Copy Chief

The May Department Stores Company, Famous-Barr Division - August 2002 – May 2006

The May Department Stores Company operated more than 400 department stores nation-wide. May Company was acquired by Macy's Inc. in 2005; all stores were transitioned to the Macy's name in 2006.

Joined company as a Copywriter: wrote copy for direct mail catalogs, sales letters, daily newspaper ads, magazine ads, billboards, internal company e-mails, special events promotional materials, and executive speeches.

Promoted to Senior Copywriter: Reviewed and edited copywriters' first drafts of newspaper inserts and direct mail catalogs and gave final approval for daily ads and direct mail copy.

Promoted to Copy Chief in 2004: Led a team of copywriters for Famous-Barr, L.S. Ayres, and The Jones Store department stores. Assigned all newspaper ads and maintained organization of newspaper insert schedules, reviewed and edited copywriters' work at every stage to ensure accuracy and quality. Developed and planned company advertising strategy along with executive team including Senior VP of Sales Promotion, Creative Director, and Copy Manager.

Accounting/Auditing Assistant

Olsten Staffing for Huth Thompson, LLP - January 2002 – May 2002

Huth Thompson provides tax, accounting, and advisory services to West Central Indiana.

Edited financial statements for content, grammar, and mathematical accuracy. Created a guide for new employees, outlining company procedures and job responsibilities.

Intern

Fleishman-Hillard International Communications - May 2001 – December 2001

Fleishman-Hillard, headquartered in St. Louis, is one of the nation's leading communications agencies with 80 offices worldwide.

Worked in the Corporate and Financial, Investor Relations, and Public Affairs practice groups for clients including UPS, SBC, Emerson Electric, and Earthgrains. Compiled media lists, conducted Internet research and daily news monitoring, drafted fact sheets and brochures, wrote and distributed press releases, and pitched stories to news publications.

Associations:

Public Relations Society of America (PRSA), 2011-Present; Baltimore PR Council, 2010-2011; International Association of Business Communicators (IABC), 2008-2009