



# LANE FORTENBERRY

## COMMUNICATIONS, PUBLIC RELATIONS AND MARKETING SPECIALIST

### LAMAR UNIVERSITY

Bachelor of Science in Communication (Journalism Emphasis) | 2011-2015

### WORK HISTORY

#### MARKETING MANAGER

Generation SERVE | 2020-Present

- Manage all social media platforms including Facebook, Twitter and Instagram
- Write and distribute press releases, media alerts and stories to local print, radio and television media
- Market programs, services and activities to current and new families using Mailchimp campaigns and Salesforce
- Manage and edit the organization's website using Weebly

#### PUBLIC RELATIONS AND MARKETING ADMINISTRATOR

Spindletop Center | 2017-2020

- Design marketing materials including brochures, rack cards, e-signage, videos, annual reports, invitations and flyers using Adobe InDesign, Photoshop, Canva, Visme, Davinci Resolve and iMovie
- Write and distribute press releases, media alerts and stories to local print, radio and television media
- Manage social media including Facebook, Twitter and Instagram
- Write and distribute monthly newsletters to the center and newsletter subscribers using Mailchimp
- Coordinate local media coverage by setting up interviews with center experts
- Explore advertising opportunities and set up advertising with local newspapers, television stations, billboards and other outlets
- Take pictures at center events
- Manage communication/marketing interns and assign tasks

#### COMMUNICATIONS WRITER

Sam Houston State University | 2016-2017

- Update Sam Houston State University's website, shsu.edu, with news and events happening on campus and in the Huntsville area relating to the school, students, staff and faculty
- Edit and publish content using a Content Management System to upload stories to the website
- Assign stories to student workers and edit their stories for publishing
- Edit images in Photoshop for publishing
- Write scripts for radio
- Contribute to the production of the Heritage magazine
- Assist in helping the marketing team with developing materials and public relations

#### STAFF WRITER

Lamar University's University Press | 2014-2015

- Contribute to the University newspaper by arranging interviews via face-to-face, email and phone for various types of articles
- Gather and research information to write news, feature, sports and entertainment stories for print
- Introduce ideas to illustrate interesting opinion columns
- Spent time with editor to learn the correct and efficient ways to edit copy

#### SALES ASSOCIATE

Best Buy | 2011-2014 | 2015-2016

#### SENIOR GAMING ADVISOR

GameStop | 2014-2015

### PERSONAL PROFILE

Self-starter with impeccable writing, organizational and communication skills. A flexible can-do attitude combined with critical thinking skills and a sense of humor allows me to easily merge with other creatives on any team.

### SPECIALIZATION AND SKILLS

- Communications
- Creative Writing
- Public Relations
  - Marketing
- Event Planning
- Graphic Design
- Organization
- Time Management
- Social Media Platforms
- Video Shooting/Editing

### CONTACT INFO:

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### REFERENCES

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