

# Lisa A. Mackin

Phone: (440) 590-0875 • E-Mail: lisamackin@icloud.com

## EXPERIENCE:

### **LORAIN COUNTY COMMUNITY COLLEGE**

Administrative Assistant at NEO LaunchNET

Elyria, OH

April 2017-Present

- Write and design NEO LaunchNET's monthly newsletter
- Interview NEO LaunchNET clients and compose stories
- Research entrepreneurial applications and ghost-write staff articles
- Plan, market and execute special events and activities, such as Global Entrepreneurship Week, Immersion Week, Idea Labs, Welcome Week and Expos

### **T-MOBILE**

Store Operations Associate

Elyria, OH

October 2014-January 2018

- Act as inventory gatekeeper for Midway Mall's T-Mobile location by receiving in and cataloging inventory, conducting price changes, stocking accessories and processing returns
- Coordinate all inventory paperwork and ensure accuracy to corporate standards
- Merchandise store and ensure proper signage and promotions are displayed
- Order all supplies used by the store

### **LISA MACKIN PUBLIC RELATIONS**

Consultant

Avon, OH

June 2001-April 2017

Clients: AMETEK Land Instruments, Avon Local Schools, Brouse McDowell, Brush Wellman Inc., CLE Splash! Swim Team, Doner Advertising, J&S Home Care Services, The Law Office of Sylvia A. Goldsmith, Mimi Vanderhaven, Nextant Aerospace, Pembroke Kids Child Development Center Inc., Revenue Resources, Sisters Servants of Mary Immaculate (SSMI), The Academy of Medicine/Northern Ohio Medical Association (AMC/NOMA) & The Creative Group

- Interview clients and write original articles for small businesses owners for publication in Mimi Vanderhaven's Cleveland and Millersburg publications
- Write and design web content, newsletters, brochures, advertising and various promotional items using AP Style copywriting and desktop publishing skills
- Create individualized communication plans to assist organizations in meeting their specific marketing goals
- Actively communicate client's information to various media outlets obtaining best story placement
- Provide counsel on public relations and advertising tactics
- Acted as proofreader for a leading national advertising agency and aerospace company
- Acted as event coordinator for SSMI's annual Dinner Dance & Silent Auction

### **McKINNEY ADVERTISING & PUBLIC RELATIONS**

Senior Account Director

Account Manager

Cleveland, OH

October 1999-June 2001

October 1997-October 1999

Clients: Aurora Premium Outlets, The Diocese of Cleveland, Hyde Park Restaurants Inc., Liebert Corporation, Minteq International, North American Refractories Co., Tectum Inc., The Chagrin River Publishing Company, The North American Menopause Society & Webraska.

- Composed press literature, media kits, newsletters, advertising copy, video scripts, news releases, sales collateral, presentations and reports using MSWord, Excel, PowerPoint, Adobe Acrobat, Adobe PageMaker and Adobe PhotoShop on both MAC and PC systems
- Used assertive media relations tactics to secure 23 media interviews for client – a French location-based 3G navigation company – at a major wireless tradeshow. Resulting coverage included The New York Times, CNN, research analysts and recognized trade journals
- Secured the presence of NBC Nightly News, Health Magazine, Family Circle, CBS Medscape and other national media at client's annual meeting through aggressive publicity efforts
- Developed client account from \$6000 to over \$200,000 in a six-month period after creating and presenting comprehensive public relations and advertising programs

**ENVIROTEST SYSTEMS CORP.**

Public Relations Manager

Twinsburg, OH

January 1995-May 1997

- Demonstrated proficient presentation skills as the Ohio spokesperson for the company and its 23 facilities appearing on television, radio and in print media
- Managed and trained the Dayton PR Manager and six customer service staff members
- Responsible for a \$1.2 million Public Relations budget
- Worked directly with government officials, lobbyists, legislators and their aides to disseminate corporate messages

**ALLTEL PUBLISHING CORP.**

Communications Coordinator

Hudson, OH

August 1993-December 1994

- Researched, wrote and coordinated media lists for over 300 news releases in support of the company's independent telephone customers
- Wrote, edited and photographed subjects of semimonthly newsletter to increase employee awareness of corporate events and industry trends

**CORPORATE ADVANCEMENT INC.**

PR &amp; Marketing Specialist

Hudson, OH

May 1992-August 1993

- Created presentations, collateral, marketing plans, logos and media kits using CorelDraw and MSOffice applications
- Doubled the number of clients in an eight-month period through tradeshow, advertising, television appearances and open houses

**AKRON SYMPHONY ORCHESTRA**

Marketing &amp; PR Assistant

Akron, OH

January 1990-May 1992

- Increased ticket sales from previous years by five percent through promotional literature and special events
- Fostered community interest and patronage for the organization by creating concert programs, advertising and event announcements

**INTERNSHIPS**

RONALD McDONALD HOUSE OF CLEVELAND

ST. THOMAS HOSPITAL

MARCUS THOMAS LLC

1998-1989

Cleveland, OH

Akron, OH

Beachwood, OH

**EDUCATION:**

Kent State University

**B.S. in Journalism/Public Relations**

Kent, OH

December 1988

L'Universite de Paris

Exchange Student

Paris, France

Fall 1985

**COMPUTER EXPERIENCE:**

Equally adept on PC and MAC systems

Proficient in Microsoft Office (Word, Excel and PowerPoint), Microsoft Windows, MacOS, Adobe Acrobat, Adobe InDesign and Adobe PhotoShop

**PORTFOLIOS:**Online Portfolio: <https://lisamackin.journoportfolio.com/>LinkedIn Profile: <https://www.linkedin.com/in/lisa-mackin-64551674?trk=hp-identity-name>