

L I S A C . D U N N

Alexandria, Virginia • 703-625-7822 • lisacdunn@gmail.com • [LinkedIn](#)

I am a strategic communications professional and digital storyteller with more than 25 years' experience using words to move readers to action. With vast journalistic experience crafting engaging content on complex topics across an array of industries, including building and construction, real estate, environmental, technology, education, business and the non-profit arena, I currently serve as the Senior Director of Communications at the Polymeric Exterior Products Association (PEPA). In this role, I lead, manage and implement overall communications and marketing activities to achieve strategic goals and objectives, including content creation and management, member communications and website/blog management.

I also have experience in professional writing and editing, providing services including blog posts, website content, promotional landing pages, eBooks, case studies, executive bios, newsletters, playbooks, press releases, thought leadership articles and more, for boutique PR firms, digital marketing agencies, small- and mid-size enterprises and associations. My written work has appeared in Forbes, TechCrunch, VentureBeat, Mashable, Wired, Alexandria Living Magazine, O'Dwyer's PR News, The Business Journals, USA Today, Huffington Post, and numerous blogs and industry trade publications.

PROFESSIONAL EXPERIENCE

Polymeric Exterior Products Association (PEPA) • Alexandria, VA • January 2020-present

The trade association representing the wide range of polymeric exterior building and home improvement products used to build resilient, beautiful home exteriors on and around homes across North America.

Senior Director of Communications

Lead, manage, align and implement overall communications and marketing activities to achieve strategic goals and objectives, including content creation and management, member communications and website management. Craft and leverage existing and new content, including three monthly newsletters, blogs, videos, social media channels, case studies and other collateral (print and digital), to elevate brand awareness and boost engagement relating to the association and the polymeric exterior products industry.

Lisa C. Dunn Writing Services • Alexandria, VA • 2013-present

A freelance professional writing and editing services company.

President

Create a wide range of promotional content for digital marketing agencies, SMBs and non-profit organizations to generate interest and help organizations stand out from the competition. Over the years, clients have included Industry Dive/Brand Studio, Snappt, Career Cardio, Elevation Web, The Art Stevens Group, SSPR, Black Swans Media, Security Metrics, MediaMath, SPQR Strategies, YL Ventures, The Federal Group, the Home Care Association of America and the Mount Vernon Civic Association.

SSPR • Chicago, IL • 2006-2015

A full-service public relations firm.

Freelance Copywriter

Contributed a wide range of print and digital content to support the PR firm's various clients.

Alzheimer's Association, National Capital Area Chapter • Fairfax, VA • 2000-2004

The leading, global voluntary health nonprofit organization in Alzheimer's research, care and support.

Public Relations Manager

Developed and implemented activities that raised awareness, visibility and promoted the organization. Created positive relationships with all forms of media. Recruited celebrity spokespersons. Produced and marketed both print and digital materials, including newsletters and brochures, to enhance the image of the organization.

Aspen Center for Environmental Studies • Aspen, CO • 1996-1999

A nonprofit research center and sanctuary dedicated to educating locals and visitors about Aspen's natural surroundings.

Public Relations Coordinator

Created newsletters, program brochures, flyers, newspaper and radio ads, posters and press releases.
Developed annual publicity plan. Maintained website content. Coordinated special events.

Aspen Daily News • Aspen, CO • 1994-1996

A 14,500 circulation, seven-days-a-week newspaper in Aspen, CO.

Special Sections Editor and General Assignment Reporter

Wrote hard news and feature articles that covered topics related to the Roaring Fork Valley Community. Managed freelance writers. Assigned photos and stories for weekly real estate and entertainment sections.

EDUCATION

B.A., English/Journalism, 1994, University of Delaware, Newark, DE.

SKILLS/CERTIFICATIONS

- Association Academy Digital Marketing Certificate
- Association Academy Artificial Intelligence Certificate