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# Lori Kirstein • Internal Communications Manager

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- DESIGN/COPYWRITING PORTFOLIO: <https://www.lorikirstein.journoportfolio.com> •

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**INTERNAL COMMUNICATIONS MANAGER:** Impacting Employee Satisfaction in written, spoken, analytical and creative forms. Analyzing results and adjusting as necessary to achieve goals of connectivity, clarity, and collaboration.

## KEY QUALIFICATIONS

<ul style="list-style-type: none"><li>• Creative design, development, communication with internal &amp; external audience</li></ul>	<ul style="list-style-type: none"><li>• Expert-level skills in interpersonal communication and writing, including Procedural Documentation creation</li></ul>	<ul style="list-style-type: none"><li>• Adept communication / collaboration with all organizational levels</li></ul>
<ul style="list-style-type: none"><li>• Excellence in improving individual and group communication skills. Team leadership</li></ul>	<ul style="list-style-type: none"><li>• Excellence in managing internal/external relationships and partnerships. Creating stories from business ideas</li></ul>	<ul style="list-style-type: none"><li>• Advanced skills in Photoshop inDesign, Word, Excel, and countless other Software Programs</li></ul>

### MYMATRIX (Contractor)

06/23-8/23

#### Marketing Associate Analyst, External Communications (Cincinnati, OH)

- **Collaborated with Sales Team and Marketing in creating and designing story-based presentations for Sales Team's prospect demonstrations.** Created graphic designed story-based presentations representing the company's differentiators, style, and professionalism of myMatrix services for purpose of presentation to prospects.

### WYOMING FINE ARTS CENTER (Part-Time Volunteer during Work Search)

03/23-05/23

#### Internal Communications Marketing Communications Analyst (Cincinnati, OH)

- **Wrote Internal Communications Documents including: 4 Job Descriptions, Procedural Documentation and Marketing Materials.** Analyzed non-profit internal and marketing priorities for \$600,000+, 2-person business operations while meeting Marketing and H.R. deadlines. Worked with CEO and Sr. VP to create better flow of communication and ease of onboarding.

### PERFETTI VAN MELLE (Contracting)

07/22-03/23

#### Creative Process Improvement, Digital Content Writing/Design, Video Production (Erlanger, KY)

- **For Internal audiences, wrote, edited, designed 3 Internal Training presentations and 3 accompanying Facilitation Documents following research of topics and development of critical points of view. Also wrote, edited, and designed documents for Research & Design and Training Departments:** Technical/Procedural Documents, Scientific Instructions and Guidelines, Procedural Computer Instructions, Safety Instructions, and International Communications. Influenced and collaborated with cross-functional teams and multiple stakeholders from Department Head to Factory Floor Professionals.
- **Initiated development of 4 internal videos for internal/external communications needs for** Special Events, Onboarding, Internal Procedures, Media Relations. Collaborated with Human Resources, Communications, Training, R&D and Production. Collaborated with account managers, strategists, and other creatives. Drove new employee excitement and promoted existing employee ownership. Filled employee communication gaps with video solutions.

- ***Audited and recreated organization of R&D's internal file storage system. Led R&D Team Meetings for 4 Sr. Scientists in creating more effective procedural organization and usage internally and with other departments.*** Saved the team from wasting time on unnecessary blockages to business progress and increased relationships and transparency between departments.

**THE GOODBYE GOOD GIRL PROJECT (Consulting)**

01/18-07/22

**Core Message Branding, Marketing Leadership, Digital Content Design (Cincinnati, OH)**

- ***Developed and Presented Communication Webinars and Workshops for Online Groups.*** Empowering clarity and confidence in self-expression and expanding acceptance of contrary points of view. Learning to communicate with others via questioning, curiosity, and pursuit of common goals.
- ***During Covid lockdown in 2020, created, promoted, and launched international Summit online.*** Led 2-person team to create successful 4-week daily release of individual interviews, presentations, and public speaking events.
- ***Successfully wrote, designed, and provided 10 email drip campaigns, 2 marketing videos for entrepreneurs' online marketing.*** Aligned entrepreneurs with authentic core messaging, self-expression, branding and purpose.

**THE PROJECT CHEETAH (Consultant)**

10/08–07/18

**Internal/External Marketing Strategist, Digital Content Creator - Consultant (Cincinnati, OH)**

**WOLFGANG MOCK, GERMANY (CPG) – Marketing Manager**

- ***Initiated and stabilized internal/external outreach procedures with Technical Writing and Design of Internal/External User Documentation:*** Affiliate Procedures for Internal/External Users • Flow User Documentation • Educational Materials • Social Media Graphics • SEO
- ***Successfully launched German company's last-minute U.S. Holiday campaign with Marketing plan, new copy, branded materials, web content and sales flow improvements.***  
Created Marketing Campaign • Managed a Social Media contractor in launching new Business Pages • Drove first U.S. sales and company visibility by leveraging digital channels and outreach to industry experts.

**ARIZONA STATE UNIVERSITY (LEGAL CONFERENCE) – Sponsorship Manager - Consultant**

- ***Worked with Conference Creator, Michael Arkfeld, and Arizona State University personnel to increase communication with attorneys and attendees. Increased by 25% the income of the Law School's Annual Conference, staying within University budgets and timeframes.***  
Personal 1-to-1 outreach, and creation of new Sponsorship materials and Sponsors' options caused 180° shift in Sponsor outreach perspective.

**EDUCATION AND TRAINING**

**Bachelor of Arts Marlboro College** – French Language and French History (Graduated Magna cum Laude)

**Master of Arts (ABT) University of North Carolina at Chapel Hill** – Sociolinguistics and the Power of Language in Interpersonal Communication

**Middlebury College (VT)** - Specialized French Language Summer Program

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