

# LORI MALCOLM

- Extensive experience in sales, marketing, and training
- Proficient content and technical writer
- Promoter of professionalism and common courtesy

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## EXPERIENCE

### **Ironistic, Alexandria, VA — Content Writer**

OCT 2015 - MAR 2020 - REMOTE EMPLOYEE

Created and delivered professional content for online social media channels like Twitter, Facebook, Instagram, LinkedIn, YouTube and branded websites. Content included blog posts, podcasts, interviews, newsletters, and emails to promote brand awareness.

### **AssetBook, McHenry MD — Trainer / Sales / Writer**

FEB 2012 - JULY 2014

Trained firm of 60 technical employees to utilize quality control management systems for quality assurance and customer satisfaction to ISO standards. In addition, mentored and trained financial advisors to implement transaction tracking software. Attended industry conferences.

### **Garrett College McHenry, MD — Instructor**

JAN 2011 - APR 2013

Created and delivered curriculum for adults who were returning to the workforce and needed to refresh skills. Provided a hands-on environment that included resume building, mock interviews, and recognizing transferable skills.

### **Morningstar (Formerly FCSI) Oakland, MD — Marketing**

FEB 1996 - APR 2008

Prepared and executed sales and marketing strategies for a financial SaaS for financial advisors. Coordinated product launches and campaigns around trade shows and industry conferences. Generated and tracked marketing campaign success. Conducted product demonstrations online and in-person at industry shows. Trained and mentored new employees during the onboarding process.

## TRANSFERABLE SKILLS

Tech Savvy

Effective Communicator

Professional and Articulate

Listen with Interest

iPhone Photographer

## AREAS OF EXPERIENCE

Wordpress, HootSuite

Emma, MOZ, Canva

MailChimp, SurveyMonkey

Constant Contact, CRMs,

Microsoft Office, Slack

Zoom, Google Drive, SEO

Salesforce, SaaS, MLS

## EDUCATION

2004 Frostburg State Univ,  
Frostburg, MD -Marketing

1996 Garrett College, AA  
McHenry, MD -Liberal Arts

## ONLINE PROFILES

[LinkedIn](#)