

LAURIE WILKISON

Consultant, Strategic Communications

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Writing samples at: lauriewilkison.com

PROFESSIONAL EXPERIENCE

Consultant, Strategic Communications

March 2011 – present

Clients include: Environmental Incentives; Communicating for Social Change; Centers for Disease Control and Prevention (CDC); Fanatics, Inc.; National Association of Chronic Disease Directors; GE Foundation; US Agency for International Development (USAID); Motorola; Kennedy Center for the Performing Arts; Wolf Trap Foundation for the Performing Arts; Ellucian, Inc.; Rare Conservation; Deloitte Consulting LLP; Nielsen (Brand Reputation Practice); National Education Association (NEA); Earth Echo International; Foundations of Success (FOS); Arlington County Communications Office; Mid-Atlantic Federal Credit Union

Rare Conservation

April 2005–March 2011

Rare is an international conservation organization based in Arlington, VA, with cause-marketing programs in 50+ countries. Winner Fast Company magazine's Top Social Entrepreneurs four years running (www.rareconservation.org)

Vice President, Communications & Marketing (December 2005–March 2011)

- Served on leadership team that took organization from annual budget of \$1.2M to \$18M over six years
- Developed and executed annual, as well as long-term, fundraising and branding strategies
- Managed a creative team that wrote, designed, and produced all fundraising and communications collateral
- Managed communications with 100+ conservation partners all over the globe, including large international NGOs like The Nature Conservancy and the World Wildlife Fund; multilateral organizations like USAID and the United Nations Development Programme; national governments in countries as diverse as China, Indonesia, and Mexico; and corporate partners like Disney
- Wrote and developed all executive presentations, letters, talking points, and Trustee communications
- Developed program and content for all Board meetings (which took place three times a year)
- Managed relationships with six- and seven-figure individual and institutional donors
- Planned and implemented an array of large cultivation events with notable honorees and speakers
- Oversaw content and production of Web site
- Managed all high-level internal communications
- Managed cross-communication efforts between offices in China, Indonesia, Mexico, and Alexandria, VA and tailored/translated marketing collateral for use by staff in the field
- Managed staff of three to nine over my six year tenure

Communications Director (April 2005–December 2005)

- Managed all print and electronic communications with donors, programmatic partners, trustees, and press
- Drafted letters and talking points for CEO
- Wrote and designed external fundraising and marketing presentations
- Oversaw all aspects of annual fundraising benefit, including program, collateral, and logistics

AOL Time Warner

June 2002–April 2005

Senior Marketing Manager (November 2002–April 2005)

- Developed and executed external marketing/communications strategy for AOL Time Warner advertising division
- Managed agency relationships, including campaign design, creative, media planning, and evaluation
- Oversaw content and strategic planning for two Web sites serving current and prospective advertisers, as well as an Intranet for sales and account services staff
- Wrote and developed executive level presentations for both internal and external use
- Liaised with product managers from divisions throughout Time Warner to ensure consistent messaging both internally and externally
- Ensured communications effectively kept pace with AOL Time Warner's constant change in management, strategy, and resources

Internal Communications Specialist (June 2002—October 2002)

- Full-time, contract position in AOL Member Services/Communications
- Wrote, edited, and managed content for Intranet used by approx. 8,000 Member Services employees around the world
- Drafted letters and talking points for Member Services executives
- Designed twice monthly slide show highlighting AOL Time Warner news, which ran at headquarters, as well as call centers nationwide
- Wrote special feature articles on Member Services initiatives for AOL's corporate employee Web site
- Developed and executed communication plans for special projects (internal surveys, career fairs, etc.)

Wolf Trap Foundation for the Performing Arts

September 1994—September 2001

Wolf Trap is a concert and arts education center located just outside of Washington, DC. (www.wolftrap.org)

Communications/Creative Director (July 1999—September 2001)

- Oversaw communications for a variety of internal and external audiences, including patrons, donors, media, legislators, Board of Directors, staff, and industry partners
- Managed writing, design, and production of all of Wolf Trap's primary communication vehicles, including brochures, marketing collateral, annual reports, press materials, direct mail packages, fundraising materials, corporate positioning pieces, CD promo kits, signage, Web features, and public presentations
- Supervised three full-time employees and three seasonal employees; managed \$750,000+ budget
- Wrote letters, speeches, and talking points for Wolf Trap's CEO and Board Chair
- Managed an annual press reception to kick off Wolf Trap's summer performance season
- Established and maintained relationships with a high quality network of outside vendors in the fields of graphic design, printing, display production, and direct mail
- Supervised design and production of print advertisements for *The Washington Post*, *City Paper*, and various local and national publications (both B&W and 4-color)
- Developed large-format displays for both internal and external events, as well as transit advertising

Assistant Director, Publications (September 1997—July 1999)

- Managed the writing, design, prepress, and printing for a wide variety of materials used by departments outside of communications and marketing (i.e. education, development, membership, ticket services)
- Ensured that all print materials generated throughout the organization adhered to a consistent corporate image and worked collaboratively to solidify the Wolf Trap brand
- Provided primary writing, editing, and proofreading support to Communications Director for all marketing collateral and corporate identity pieces, as well as press releases and other promotional copy
- Designed marketing flyers and postcards as needed to promote individual shows or education programs

Development Associate (September 1994—August 1997)

- Oversaw writing and production of direct mail fundraising pieces, sponsorship packages, ads, invitations, promotional flyers, benefits materials, and presentations
- Wrote and edited grant proposals, as well as donor solicitation and gift acknowledgment letters
- Managed multiple donor cultivation projects throughout the year, which included working with outside agency to produce targeted solicitation materials; coordinating in-house creation of additional printed pieces as needed; and adapting copy and publications to suit individual audiences
- Acted as Wolf Trap's primary contact with the United Way/Combined Federal Campaign
- Developed and maintained strong relationships with Wolf Trap's major donors and Board of Directors

EDUCATION/TRAINING

- B.A. in Professional Writing, Carnegie-Mellon University
- Leadership Development Program, Center for Creative Leadership (Ranked among the world's Top 10 providers of executive education by Bloomberg *BusinessWeek* and the *Financial Times*)
- Spitfire Communications Executive Training Program

OTHER SKILLS

- Communications instructor/Curriculum design
- French proficiency