

## CHRISTINE LYALL

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### SUMMARY

Journalist and corporate communications professional with more than 20 years' experience in sourcing stories, asking questions and crafting narratives that connect people. In addition to working as newspaper, magazine and freelance writer/editor, served as internal communications editor at hospice company for eight years, informing 12,000 employees in 15 states about company news and developments. Also experienced in marketing and event organization/management, including brand management, procuring sponsorships and creating community partnerships.

### CORE STRENGTHS

- Writing, Editing
- Journalism Degree
- AP Style
- Internal/External Communications
- Content Management
- Email Marketing
- Brand Management
- Detail-Oriented
- Deadline-Oriented

### PROFESSIONAL EXPERIENCE

#### **Scheduling Coordinator, Fantasy Theatre Factory (FTF) (Miami, FL)**

**2019-2021**

- Consistently met sales goals of small, non-profit theater, despite starting mid-season in a position that had been vacant for several months; in first six months of 2021, closed more than \$30K in sales
- Cultivated, built, maintained existing and potential client databases, collecting more than 1,000 names and email addresses over the past two seasons to add to marketing & communications contact lists
- Boosted company's press coverage by 50% in two seasons by crafting thoughtful, creative press releases that adhered to AP Style (which the company previously did not follow)
- Initiated creation of comprehensive checklists of duties for scheduling coordinator, including tips for effective follow-up sales calls; these were collected in a binder, which became the department "bible"

#### **Sales Associate, West Elm-Midtown (Miami, FL)**

**2017-2019**

- Consistently exceeded Sales Per Hour projections by an average of 190% (SPH was \$219/hr; I averaged \$420/hr); consistently received five-star reviews in online customer surveys
- Collaborated with local arts organization to produce a spoken-word poetry slam, which drew a record 45 attendees (newcomers to store); secured raffle prizes, coupons and free food/beverages from local vendors; created, developed, executed marketing strategy, including event name, branding, promotion schedule

#### **Creator/Founder, Just My Height Art Shows® (Miami, FL)**

**2015-Present**

- Created, trademarked first known brand of art shows dedicated to displaying professional art at children's eye level (36" high), allowing children and adults to see and connect with the artwork
- Manage all aspects of art shows, including securing venues, procuring sponsors, curation/intake/installation of artwork; manage artist contracts, marketing/promotions, public/press interfacing, selling artwork, recruiting/training volunteers, creating/supervising hands-on arts-and-craft games & activities
- In 15 months, curated and produced three major arts shows (including one in Indianapolis), representing 86 artists from 27 states and showcasing more than 100 pieces of artwork; sold 10 pieces of original artwork, three of which were worth \$1,000 or more; donated more than \$3,000 to local non-profit organizations

#### **Public Relations Editor, VITAS Hospice Care® (Miami, FL)**

**2007-2015**

- Wrote, uploaded approximately five articles per week for two corporate newsletters
- Supervised migration of print newsletters to digital formats; saved two weeks/month in production time and approximately \$5,000/quarter in printing costs; enabled more frequent uploads of fresh content

- Mastered email marketing platform (Constant Contact) to drive 12,000 employees in 15 states to company's newsletter websites; in six months, improved open and click-through rates by 10-15% using segmented e-newsletters targeting specific employee populations
- Wrote editorials for C-Suite executives; reputed for being able to capture each executive's "voice," reducing their revision process by as much as one week
- Managed writing, editing, design, printing, fulfillment of annual Benefits booklet for Open Enrollment, a 32-page, full-color booklet that required two versions (one for California employees; one for all others)
- Wrote 2-3 articles per month for B2B publications (i.e., *Hospital News*); those chosen as "cover stories" were repurposed by VITAS as marketing collateral, increasing the company's ROI in marketing & communications
- As part of three-person team, organized, produced annual employee recognition awards event, a four-day retreat for 100+ employees; wrote/edited, supervised production/printing of full-color, offset-press books featuring award-winners' stories and profiles

**Executive Assistant, Florida Grand Opera (Miami, FL)**

**2005–2007**

- Organized and managed General Director's calendar, correspondence, meetings
- Assisted marketing & communications by writing, editing articles and other materials for season program book and for a special section in the *Miami Herald*

**Administrative Supervisor, Children's Home Society (Miami, FL)**

**2004–2005**

- Maintained government contracts for 14 programs; organized and managed Executive Director's calendar, correspondence, meetings; acted as liaison between ED and the agency's 250 employees, its Board of Directors and corporate headquarters in Orlando, Florida
- Supervised three receptionists in three offices; initiated quarterly "staff" meetings and created an incentive program called "It Starts with Me" to improve communication, foster professionalism and cultivate a positive attitude among receptionists

**Newspaper Reporter, Magazine Editor, Online Content Editor, Newsletter Editor, Freelancer 1990–2004**

- Wrote/edited articles for B2B publication about the practices, detection and prevention of money laundering; subscribers (13,000) were bankers and compliance officers at financial institutions
- Produced content, marketing collateral for Miami Heat Group; MBI, Inc; and Rewards Network
- Covered 9/11 terrorist attacks, 2000 Republican National Convention and Health for Terra.com (Miami, FL)
- Worked as staff editor on B2B publication in Chicago, IL, covering the packaging industry
- Produced hard news, feature and beat stories as reporter on newspapers in Conn., Missouri, and Montana

**EDUCATION**

Bachelor of Journalism, University of Missouri-Columbia; 3.5 GPA

**COMPUTER SKILLS**

- Website Creation & Management: Basic HTML, WordPress, Squarespace
- Email marketing: Constant Contact, Mail Chimp
- Social Media: Facebook, Twitter, Instagram
- Photo Editing: Basic Adobe Photoshop

**COMMUNITY SERVICE**

**Miami-Dade Public Library's Project L.E.A.D. (Literacy for Every Adult in Dade)**

**2006–Present**

- Volunteer 1.5-2 hrs/week, helping adult learners in literacy; assist adult learners with government forms, resume preparation and online job applications; provide tips/techniques for job fairs, interviews
- Created custom materials, including word-search puzzles, Bingo cards/chips for word games, and sound/spelling flip charts; currently working on a collection of original Haiku with adult learner to share with global adult-literacy community