

Laurie Dana

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Multi-faceted Marketing Communications for Growth-Focused Businesses

Career Snapshot

Over 20 years experience in marketing communications, which includes planning and execution of strategic marketing and public relations campaigns, product launches, branding and message development, event planning, tradeshow co-ordination, social media, and customer-loyalty program development.

Award-winning copywriter, technical writer, and graphic designer. Experience includes agency and corporate positions as well as freelance work.

Solid experience in “business to business,” “business to consumer,” and “social marketing.”

Completed projects for small businesses, non-profit organizations, and major corporations in a wide variety of industries including software, computer service, gaming, health care, financial, fashion, consumer products, restaurant, entertainment, and energy.

Provided creative solutions for a variety of challenges. Portfolio includes advertisements, annual reports, business letters, brochures, catalogs, CD packaging, radio and TV commercials, direct mail, employee handbooks, executive speeches, ISO 9000 procedures documentation, magazine articles, newsletters, posters, press releases, spec sheets, web content development and design, and white papers.

Business Strengths

Strategic Planning: Developed and implemented comprehensive marketing plans to increase awareness of products and services, enhance corporate identity, generate new business, impress investors, improve customer loyalty, and keep employees informed of company products, procedures and initiatives.

Media and Public Relations: Fostered positive community, media, and government relationships to increase support for casino gaming in Tehama County. Spearheaded a grass-roots campaign to save culturally-competent children’s mental health programs in Butte County. Obtained prestigious pundit endorsements for software still in the development stages. Organized numerous fundraising events for local non-profit organizations.

Business Development: Co-founded Digital Technology Service with only \$5,000 in start-up capital. Within three years, the company became the leading computer service company in Santa Barbara County grossing over \$1,000,000 in annual revenues with a 45% profit margin in services.

Branding and Message Development: Established strong, enduring brands and copy tone for Rolling Hills Casino, Connecting Circles of Care, Digital Technology, Kidovation, Fourth Shift Software, and many others.

Professional Experience

Laurie Dana Marketing Communications

Major contracts/retainers with:

Rolling Hills Casino, July 2010 to present

Connecting Circles of Care, Inc. (CCOC, Inc.), July 2010 to June 2011

Butte County Department of Behavioral Health (BCDBH), Connecting Circles of Care (CCOC) Program, March 2008 to June 2010

Serve as a freelance marketing team member for companies needing social media, PR, and marketing communications expertise as well as copywriting and graphic design services.

On retainer with Rolling Hills Casino to implement the social media initiatives of the Casino and provide marketing support. Created a highly successful online promotion to drive traffic to Rolling Hills Casino that also doubled the online presence of the casino within one week.

Under annual contract with CCOC, Inc. and BCDBH: Served as a member of the CCOC program management team. Developed a social marketing strategy that educated families about children’s mental health, engaged the services of community partners, garnered support of local government, and positioned CCOC nationally as a model for other communities. Served on the federal Substance Abuse and Mental Health Administration (SAMSHA) communications committee. Created a nationally acclaimed tri-lingual newsletter and an educational website, www.ourmentalhealthmatters.com, that received SAMSHA Excellence in Communications Awards.

Proficient with wide range of software products: Photoshop, Dreamweaver, InDesign, Illustrator, Freehand, WordPress, Painter X ...

Completed graphic design and/or copywriting projects for the following companies:

Exxon, Chevron Pipeline, Cottage Hospital, Exel Mineral (Jonny Cat), Flavia, Maruri Studios, Style Checks, Club Sportswear, Emily K Sportswear, LaBelle Modeling Agency, Santa Barbara Bank and Trust, Friedlander Insurance, Buena-Ventura Community Memorial Hospital, Sansum Medical Clinic, Warner Center Hilton, and many others

Endorsements

“Laurie was instrumental in developing and maintaining the Casino’s image. Laurie is a highly skilled marketing professional, and was a valued member of our management team.” Bruce Thomas, CEO, Rolling Hills Casino and Resort

“Laurie Dana was a valuable partner in developing nationally recognized programs. She has amazing social marketing skills.” Dr. Rosalind Hussong, Executive Director, Connecting Circles of Care, Inc.

“Laurie’s work is always the highest quality, is on time, and she takes a professional interest in making sure both the content and format is correct.”

Jeff Patry, Manager for Risk Management, Chevron Pipe Line Company

“Laurie Dana’s branding, customer loyalty, and lead generation had a very positive impact on our sales and marketing! The combination of strong writing skills and graphic design expertise saved Fourth Shift both time and money,”

Terry Peterson, Vice President, Manufacturing Operations, Fourth Shift / SoftBrands

Rolling Hills Casino and Resort, Corning, California
Marketing Manager, July 2002 to July 2007

Managed marketing, entertainment, and public relations programs for the casino from its opening day to its fifth anniversary. The casino exceeded expectations for attendance and revenues, and is now a major competitor in the Northern California gaming industry. Directed re-branding initiatives to reflect the growth of Rolling Hills into a resort with casino, golf course, hunting club, hotels, travel center, and RV Park. Saved Rolling Hills over \$250,000 in seven months by utilizing in-house resources for ad and billboard design, and media placement. Successfully positioned the casino as an asset to the Tehama County economy, resulting in strong, local support. Although I resigned as manager, the casino continues to use my services for social media content development, public relations, and special projects on a freelance basis.

Softbrands Software (Formerly Fourth Shift), Minneapolis, Minnesota
Marketing Communications, April 1996 to October 2001

Created an online Research Assistant tool that became a major source of leads. Fostered relationships with Gartner Group and AMR Research and pitched articles to industry publications to solidify Fourth Shift’s reputation as a visionary in the manufacturing software industry. Developed programs to promote customer loyalty, resulting in increased sales to that market segment. Established an Intranet website to educate employees worldwide on products and corporate policies. Implemented branding and launch initiatives for Fourth Shift Objects and other software products. Coordinated global marketing efforts with Fourth Shift Europe and Fourth Shift Asia. Working remotely from home, successfully collaborated with key company individuals around the globe to achieve company sales and marketing objectives.

Chevron Pipe Line Company, San Ramon, California
Technical Writer and Graphic Designer, July 1994 to March 1996

Responsible for technical writing, editing, graphic design, cost monitoring, and supervision of other contractors for a million dollar documentation standardization project. Ensured manuals complied with Department of Transportation regulations, corporate policies, and quality management principles. Participated in the development of a collaborative report on pipeline safety together with federal and state agencies and industry representatives. The report was widely acknowledged as a significant contribution to the pipeline industry.

Digital Technology Service (DTS), Santa Barbara, California
Co-Owner, September 1985 to December 1993

Developed a business-to-business marketing strategy that enabled DTS to become the leading computer service company in Santa Barbara. Established the company as a national repair depot for specialized computer equipment. Secured lucrative maintenance agreements with local businesses and government agencies including the County of Santa Barbara, the City of Port Hueneme, and the City of Santa Barbara.

Komar Marketing, Santa Barbara, California
Copy Director, April 1985 to July 1986

Created local and national advertising campaigns for Exxon and other agency clients.

Education

BA Music Therapy. Deans Honors List. California State University, Sacramento

