

# LAURIETEWKSBURY

non-profit COO, marketing & advertising freelancer

## PROFESSIONAL FOCUS

Account Management  
Marketing Management  
Brand + Content Strategy  
Program Development  
Volunteer Management  
Project Management  
Startups + Entrepreneurship

## SKILLS

### ALMOST PRO

Google Drive  
Inbox Zero  
Asana + Basecamp  
Playing in the Mountains  
Canva  
Community Management  
Wordpress  
MailChimp  
Adobe Creative Suite  
HTML5 and CSS  
Digital Advertising + SEO


### PRETTY FRESH

## CONTACT

Boulder, Colorado  
315.383.9922  
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www.laurietewksbury.com

## SOCIAL

 /in/laurietewksbury

 fb.me/laurietewksbury

 @laurietewksbury

## ABOUT

I'm a freelancer in Boulder, CO seeking part-time opportunities with startups and advertising agencies to complement my role as Chief Operating Officer at a non-profit organization. Playing in the mountains, road-tripping, and working with kick-ass teams keep me stoked.

## WORK EXPERIENCE

### CHIEF OPERATING OFFICER

Outdoor Women's Alliance | August 2013 - Current

- Develop and manage Grassroots Program consisting of 25+ volunteers and 10,000+ members across the US and Canada
- Develop and execute content and communications strategy; website design and maintenance
- Cultivate organizational, brand, and agency partnerships

### FREELANCE MARKETING MANAGER

BibHub, Inc. | March 2017 - September 2017

- Developed comprehensive marketing strategy including social, content, email, SEO, digital advertising
- Wrote copy for theBibHub.com & assisted with design + UX

### ACCOUNT MANAGER

Crispin Porter + Bogusky | October 2014 - October 2016

- Manage day-to-day client relationships with Kraft Heinz Company, Frito-Lay, and Pearl Izumi teams
- Worked on cross-functional teams to create ad campaigns including TV, print, digital, and social

## EDUCATION

### MASTERS OF SCIENCE, INFORMATION MANAGEMENT

Syracuse University | 2012 - 2015  
School of Information Studies  
GPA 3.95

### BACHELOR OF SCIENCE, ADVERTISING + MARKETING MANAGEMENT

Syracuse University | Dual Major | 2008 - 2012  
S.I. Newhouse School of Public Communications  
Martin J. Whitman School of Management  
GPA 3.67