

LAURIETEWKSURY

freelancer, entrepreneur, and mountain lover

PROFESSIONAL FOCUS

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

SKILLS

ALMOST PRO

Google Drive
Inbox Zero
Task Management + Asana
Playing in the Mountains
Wordpress
Graphic Design + Canva
Email Marketing + MailChimp
Copy + Blog Writing
HTML5 + CSS
Adobe Creative Suite
Paid Online Advertising + SEO

PRETTY FRESH


ACCOMPLISHMENTS


- Implemented revenue streams resulting in \$60,000+ for org
- Successfully raised 126% of \$25,000 crowdfunding goal
- REI Force of Nature Fund Grantee of \$25,000
- Grew program from idea to 12,000+ members and 25+ volunteers
- Speaking experience: REI Denver, REI Boulder, Roam Bike Fest, Discover Outdoors' Week

CONTACT

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ABOUT LAURIE

I'm an advertising and marketing professional in Boulder, CO seeking remote full-time or part-time account or project management opportunities with creative agencies or startups in the tech, outdoor, or health and wellness industries. Playing in the mountains, road-tripping, and working with talented teams keep me stoked.

WORK EXPERIENCE

CHIEF OPERATING OFFICER

Outdoor Women's Alliance | 2013 - Current

- Develop and manage Grassroots Program consisting of 25+ volunteers, 12,000+ members, and 75+ events/year across the US and Canada
- Develop and execute marketing and communications strategy
- Maintain website (membership platform + CMS) and design
- Cultivate organizational, brand, and agency partnerships

FREELANCE – ADVERTISING + MARKETING MANAGER / CONSULTANT

Multiple Clients | 2016 - Current

- Clients: Avid4 Adventure, BibHub, On Course Massage
- Develop comprehensive marketing strategy including social, content, transactional emails, SEO, digital advertising
- Write web copy, design graphics, and assist with design + UX
- Conducted Information Technology Needs Assessment to improve internal processes for quickly growing business

ACCOUNT MANAGER

Crispin Porter + Bogusky | 2014 - 2016

Brands: JELL-O, Kraft Mac & Cheese, AI, Velveeta, Cracker Barrel Mac & Cheese, Lay's Kettle Cooked Chips, Pearl Izumi

- Ensured work was on-brief supporting both client and business objectives by working closely with strategic partners
- Managed cross-functional teams to develop integrated ad campaigns including TV, print, digital, and social

EDUCATION

MASTERS OF SCIENCE, INFORMATION MANAGEMENT

Syracuse University | 2015 | GPA 3.95
School of Information Studies

BACHELOR OF SCIENCE, ADVERTISING + MARKETING MANAGEMENT

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