



Laura McDonnold

Skills

Branding and media creation for print, video, web and social media, Website Editing, MS Office, CRMs (ACT, Constant Contact & Salesforce).

Expertise

Excels in building departments & from the floor up and turning disorganized environments into smooth running operations, as well as developing administrative processes to improve accuracy and efficiency.

Education

Master Degree of Education,
focus on Corporate Training
Ashford University, May 2010
G.P.A. 4.0 (Continued, Pg 2.)

About

Experienced, high functioning professional who can be trusted with high profile clients and projects. Eager, self-starting team player and quick learner who generally exceeds expectations.

Experience

Marketing Coordinator **Hill Bros Transportation / HBL / Pro-Fleet**

August 2021 – November 2023

Developed marketing department from scratch. Established corporate branding. Designed & construction all organizational publications. Production of all marketing and advertising strategies / material for 3 divisions. Database management of all graphic, media, and marketing materials.

- Graphic Design: Design / Producing all photo, graphic, video and desktop publishing.
- Web presence / Social Media Manager
- Event Hosting

Administrative & Marketing Assistant **Power Protection Products Inc.**

February 2011 – August 2021

Marketing Manager: Production of all marketing and advertising strategies / material. Database management of all graphic, media, and marketing materials.

- Graphic Design: Design / Producing all photo, graphic, video and desktop publishing.
- Web presence / Social Media Manager
- Event Hosting

Administrative Assistant: First point of contact for corporate executives. Produced training materials and reports on various topics for internal and external use. Contact database management, placing orders, office organization and supplies, shipping, etc.

Graphic Designer / Marketing Manager **Neosho County Community College / Foundation**

August 2003 – November 2008

Graphic Designer: Developed marketing department from scratch. Established college branding. Designed & construction all organizational media: printed, web, video, radio.

Media & Marketing Consultant: Acted as a consultant on various executive committees including: Marketing, Fund Raising, Campus collaborated with recruiting department on strategies and projects to boost enrollment.

Photographer: Built the entire organizational imagery and video library from the ground up. Managed the storing of media files.

Fund Raising: Developed all fund raising materials; interacted with contributors & benefactors; participated, input, & advised in fund raising tactics & event planning and hosting.

Graphic Design Instructor: Formatted adult education classes, evaluated student performance, instructed graphic design programs. Also participated in the "Kids College"

Administrative Assistant: First point of contact for college president and foundation director. Managed phone, email, and scheduling communications, some payroll duties. Organized, printed, copied, collated, and prepared items for mailing / shipping / delivery.

Technical Support: Offered technical support in software & minor hardware issues.

** Information is summarized, more upon request.*



Laura McDonnold

Professional References Sheet

Education - Continued

Bachelor Degree of Organizational Management & Leadership
Friends University, May 2008
G.P.A. 4.0

Associate Degree of Art
Neosho County Community College, May 2005
G.P.A. 4.0

Graphic Design Certificate
Wichita Area Technical College
G.P.A. 4.0

References

John Freeman

Association length: 7+ years

John is the franchise owner of Painting with a Twist, Omaha. I was one of his first employees and assisted him in starting his business. He routinely told me I was the best instructor at PWAT. We remain friends on social media.

Phone: 402-714-7928

Email: studio281@paintingwithatwist.com

Marcia Johnson

Association length: 14+ years

Marcia and I have been friends for more than a decade. We have cooperated on many projects and were co-workers at P3 for nearly 2 years.

Phone: 402-681-1384

Email: marcianclan@gmail.com

Lisa Kent-Scheer

Association length: 2+ years

I met Lisa at Hill Bros. She gladly jumped into any event project to help out. We worked well together on many projects and he became a god friend.

Phone: 402-806-7622

Email: lisaekent-scheer@hotmail.com

Jacob Russavage

Association length: 8+ years

Jacob and I were co-workers at P3 before he left the company. We had a very close and friendly working relationship, and he and his wife remain my friends outside of our careers.

Phone: 402-659-3021

Email: Jacobrussavage@gmail.com

Nathan Mohling

Association length: 8+ years

Nathan and I were co-workers at P3. He has relocated and we remain friends through social media. We have a very cordial professional relationship.

Phone: 402-670-1018

Email: nmohling@yahoo.com

Reference letters available.