



Laura McDonnold

Skills

Branding and media creation in traditional programs and AI generation for print, video, web and social media marketing, Website Editing, MS Office, CRMs (ACT, Constant Contact & Salesforce).

Expertise

Excels in creative design as well as department building from ground up and reorganizing environments into smooth running operations, 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

Creative Director / Marketing Manager

Trestle Gaming / Trestle Co / Midwest Amusements

May 2023 - Current

Conceptual Designer for all new prototypes and re-imagined games.

Marketing Manager: Redeveloped marketing department and operating processes from scratch. Established ownership, programming and subscription services.

Maintained 3 separate corporate brands. Redesign and management of websites, social media and email campaigns.

Designed all organizational publications. Production of all marketing and advertising strategies and material for all 3 divisions. Database management of all graphic, media, and marketing materials as well as several for contacts for marketing.

- Graphic Design: Design / Producing all photo, graphic, video and desktop publishing.
- Web and Social Media Manager
- Marketing for print, email and web

Marketing Coordinator

Hill Bros Transportation / HBL / Pro-Fleet

August 2021 – November 2023

Developed marketing department from scratch. Established 3 separate corporate brands. Established ownership, programming and subscription services.

Designed all organizational publications for both internal and external use.

Production of all marketing and advertising strategies / material for all 3 divisions. Database management of all graphic, media, and marketing materials as well as several for contacts for marketing and internal use.

Headed committees and managed staff for productions and events.

Managed social media pages and groups.

- Graphic Design: Design / Producing all photo, graphic, video and desktop publishing.
- Web presence / Social Media Manager
- Event Planning Marketing & Hosting
- Marketing for print, email, radio, TV and web

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 Planning, Marketing & Hosting

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

* 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

Travis Gulick

Association length: 2 years

Travis was the Vice President of Trestle Gaming and General Manager of Midwest Amusements. We have a very friendly work relationship.

Phone: 402-672-2911
Email: gulick711@gmail.com

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: 15+ 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: 4+ 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: 10+ 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: 10+ 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.