



Laurie Lonsdorf

Small Business Marketing Consultant

Personal Info



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Professional Profile

Confident, creative and energetic consultant with a broad background encompassing a range of marketing, business advisory and community-building skills. Passion for engaging with business leaders and creating exceptional business outcomes. Proven ability to conceive, develop and implement marketing programs that align with business objectives.

Skills & Expertise

Small Business Consulting

- Experience providing a range of services through one-on-one consulting to existing small businesses and new venture startups.
- Assisted clients with developing a business plan, marketing, financial analysis, cash flow projections, market research and loan package development.
- Developed and delivered a range of business training focused on startup and marketing issues, including marketing fundamentals, branding, social media and self-employment.
- Assessed and developed tools and resources to assist businesses and entrepreneurs.

Marketing & Communications

- Developed and maintained client marketing strategies using traditional, digital and social media tactics.
- Created marketing plans offering short- and long-term direction and solutions for business promotion, growing a customer base and determining revenue opportunities.
- Produced creative copywriting campaigns to promote brand awareness and drive sales through brochures, blogs, press releases, articles, websites, catalogs, direct marketing, print advertising, newsletters and proposals. Delivered hundreds of projects on time and within budget.
- Delivered branding plans for consistent messaging and promoting a positive image.

Online, Social & Search

- Conducted SEO campaigns including keyword research, keyword rich content development and link building.
- Provided social media coaching to clients to leverage blogs, Twitter, Facebook and LinkedIn for brand growth and improved search results.
- Managed multiple social media profiles and online communities as part of integrated communications strategies.
- Developed e-newsletter programs that offered consistent connection and high-value content for constituents. Wrote copy, designed HTML templates and managed email system. Achieved average open rate of 46.7% across all client newsletter programs.

INDUSTRIES SERVED

Accounting
 Aerospace
 Construction
 Consumer Goods
 Dance & Fitness
 Education
 Event Planning
 Executive Coaching
 Financial Services
 Graphic Design
 Healthcare
 Holistic Medicine
 Insurance
 Legal
 Management Consulting
 Mental Health
 Non-profit
 Real Estate
 Restaurant
 Retail
 Technology & Computer
 Telecommunications
 Training & Facilitation

Work Experience

SOFTWARE

Microsoft Office

DESIGN

Canvas
Photoshop
InDesign
Illustrator

PROJECT MANAGEMENT

Basecamp

WEB

Dreamweaver
WordPress

DATABASE

FileMaker
Highrise
Volgistics

EMAIL MANAGEMENT

iContact
Constant Contact
MailChimp

Senior Business Consultant

2011 - PRESENT

Small Business & Technology Development Center

Lansing, MI

Provide one-on-one counseling and business training to aspiring and early-stage entrepreneurs. Assist internal organization by concepting, implementing and managing the Capitol Region's SEO, social media and website strategic marketing plan.

Administrative Manager

2010 - 2011

Biophotonic Solutions, Inc.

East Lansing, MI

Managed administrative functions for second-stage startup company that develops and manufactures pulse shaping technology used for optimizing ultrafast lasers.

Community Engagement Manager

2010

Creative Wellness

East Lansing, MI

Managed public relations, promotional events and social media for holistic health center.

Owner, Consultant & Marketing Strategist

1999 - 2010

Persuasive Communications

Seattle, WA

Developed and executed effective strategic marketing programs, creative copywriting campaigns and web design projects that deliver a client's desired business results.

Translations Project Manager & Copy Editor

1996 - 1999

The Write Stuff

Seattle, WA

Managed technical translations and copy edited publications for a technical communications and staffing agency.

Public Speaking

Event emcee, presenter and trainer on small business marketing topics for organizations including MI-SBTDC (Lansing), Small Business Administration (Seattle) and the Greater Seattle Chamber of Commerce.

Awards

- Silver Award, Public Relations, CASE District VIII Recognition Program University of Washington, Transportation Department campaign, 2004
- Distinguished Award, Society for Technical Communication, 1998

Professional & Community Involvement

- MarketLansing Board of Directors, Membership Chair, Founding Member, Web Content Developer/SEO Strategist – 2011 to present – marketlansing.org
- Festival Planning Committee, MICA (Lansing JazzFest, Old Town BluesFest, Mosaic Festival), Social Media Manager – 2011 to present
- Greater Seattle Chamber of Commerce, Member, Small Business Development Council – 2002 to 2007
- West Seattle Food Bank - Distribution Volunteer 2003 to 2010
- Puget Sound Chapter of American Marketing Association – Member, 1999 to 2003
- PONCHO, Wine Auction Display Team Captain – 2003 to 2008

Education

University of Washington, Certificate, Technical Writing and Editing

Colorado College, BA, English