



**Lisa N. Jacobs**

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direct 303/261-2712

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### Objective

To develop marketing communications for businesses and organizations demanding superior creative, analytical and organizational skills.

### Summary

Highly motivated, creative and versatile professional with diverse background in manufacturing, insurance, banking, real estate, commercial and residential construction, healthcare, hospitality and retail. Adept in all facets of business and promotional writing, design and production. Writes, edits and proofreads with insight and accuracy. An innovator and problem-solver with the initiative and drive to see communications challenges through to completion—on-time and effectively.

### Writing

**Write and edit marketing communications** copy for businesses, non-profits and marketing, design and event management firms. Projects include scripts, proposals, marketing collateral, publicity, presentation and web site text.

**Freelance feature writer** for *The Denver Post*, developing stories on food, health and home improvement.

**Wrote and edited marketing, advertising and public relations materials** for Fair-Play Scoreboards and Trans-Lux West. Sole writer responsible for creative copy for product catalogs, web sites, newsletters, press releases, specification sheets, brochures and direct-mail packages for both divisions. Researched and wrote client proposals; proposal master adopted corporate-wide. Researched and wrote requests for proposal for major equipment purchases. Gained in-depth knowledge of manufacturing and high school and collegiate sports markets.

**Researched, wrote and edited communication materials** for en Q Strategies clients and Marsh Advantage America's external and internal audiences, including brochures, direct-mail packages, fact sheets, press releases, media pitches, white papers, proposals, newsletters, speeches, video scripts, forms and web sites. Gained in-depth knowledge of insurance, banking, real estate, commercial and residential construction, healthcare, hospitality and retail industries.

**Prepared and executed crisis communications** for Metropolitan Medical Center. Analyzed and wrote recommendations as member of communications team following employee layoffs and department closures at Des Moines' only for-profit hospital.

### Public relations

**Public relations consultant** for the West Des Moines Water Works. Advised the utility on public relations considerations regarding customer perceptions of West Des Moines water taste and quality. Helped create first community water taste test, analyzed test results and prepared final report for the West Des Moines Water Works board of trustees.

**Coordinated regional publicity** for Iowa Realty home shows. Executed public relations programs for the spring and fall Parades of Homes and the summer HomeShowExpo. Wrote press releases and customized pitches to media; prepared spokespersons and proctored interviews for print and broadcast. Surpassed expectations for coverage on all major television stations, radio, newspapers and web sites serving Central Iowa.

**Initiated and coordinated Marsh Advantage America's public relations efforts nationwide.** Wrote and presented public relations plan; developed and maintained media lists; pitched stories to media; prepared press releases and fact sheets and coordinated media relations, serving as initial press contact, preparing spokespersons and proctoring interviews. Helped achieve national and statewide coverage in *Business Week*, *Forbes Small Business*, *insure.com*, *National Underwriter*, *Iowa Commerce Magazine*, *The Des Moines Register* and more.

### Design

**Design and write corporate identity packages** for businesses, including proposals, user manuals, brochures, electronic enrollment forms, business cards, CD covers and more.

**Redesigned Fair-Play Scoreboards' monthly internal newsletter** to product dealers, increasing its distribution to once a month. Designed and wrote quarterly newsletter for Trans-Lux West distributors.

**Initiated and collaborated on design and writing guidelines with marketing, sales and executive staff** to create a consistent look for all Fair-Play and Trans-Lux West sales and marketing initiatives.

**Lead designer for all client annual reports** for en Q Strategies, originating and executing concepts for banking and commercial construction clients. Created layouts and original graphics and supervised overall designs. Oversaw production process.



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### Project management

**National trade show coordination.** Managed annual schedule of 15 national trade shows and 10+ regional shows for two company divisions. Researched shows reaching target markets, estimated costs and wrote proposals to management. Collaborated with sales, engineering, production, customer service and marketing areas to design booths and specify equipment, staff and marketing materials. Spearheaded proposal to create new, \$60,000 trade show booth; oversaw booth's design and production to meet established deadlines. Trouble-shooter and first point of contact during shows. Analyzed performance through reports to management following each event.

**West Des Moines Water Works.** Identified and acquired this en Q Strategies client, serving as primary contact and creative provider for an integrated communications campaign including a monthly newsletter, web site copy, technical brochures and public relations consulting.

**Marshadvantage.com.** Defined project criteria and played major role in design and execution of Marsh Advantage America's corporate web site. Researched, wrote and edited content. Collaborated on site's look and navigation. Project liaison for designer and company program managers, national marketing, information services and legal departments. Maintained pages and managed web site inquiries.

**Marsh Advantage America name change.** Developed communications to assist 50 national sales offices with corporate transition from Seabury & Smith to Marsh Advantage America. Proposed both electronic and print-based projects; wrote, edited, designed and coordinated content. Liaison with information services staff. Coordinated both internal and external publicity.

### Event planning

**Coordinated local Iowa Games celebrations** at seven Norwest Bank Iowa (now Wells Fargo) locations in the Des Moines area, including outdoor luncheon and entertainment for 10,000 downtown guests.

**Planned and executed Norwest portion of Senior Options Iowa Expo.** Responsible for internal publicity for event; coordinated eight financial seminars conducted by three banking divisions; supervised creation of centerpiece booth to showcase bank services; and arranged grand finale of the Expo—multimedia entertainment for 2,000 guests.

**Conceived and organized Reading is Doing fundraiser.** Partnered with local bookstore and arranged a full day of events spotlighting children's literacy and a raffle of autographed children's books. Event was adopted for six years by local fraternal organization.

### Professional experience

Owner and Creative Director, Catalyst Communications, Parker, Colorado, 2007-present  
Marketing Communications Specialist, Fair-Play Scoreboards/Trans-Lux West, Des Moines, Iowa, 2003-2006

Senior Writer, en Q Strategies, Des Moines, Iowa, 2001-2003

Communications Specialist, Marsh Advantage America, a service of Seabury & Smith, Inc., West Des Moines, Iowa, 1993-2001

Editorial Assistant, Citation Directories, Ltd., West Des Moines, Iowa, 1991-1993

Marketing and Public Relations Intern, Norwest Bank Iowa, N.A. (now Wells Fargo Iowa), Des Moines, Iowa, May-October 1991

Academic Advertising Copywriter, Direct Marketing and Advertising Copywriter, Mosby Publishing, St. Louis, Missouri, Summer 1989 and 1990

### Education

Drake University, Des Moines, Iowa: B.A. in journalism and mass communication, magna cum laude

### Professional Awards

Clarion Award, Women in Communications: special print communications

Bronze Quill, Awards of Excellence and Awards of Merit, International Association of

Business Communicators: one-person projects, technical writing and benefits communication

Alumnae Newsletter Award, Kappa Alpha Theta: newsletter design

### Proficiencies

PC and Macintosh operating systems; Quark and Adobe design suites (including InDesign, Photoshop, Illustrator, Acrobat Professional, Dreamweaver); Microsoft Office suite. Skillful online researcher using various search engines and databases. Continuing education in web design and print production.

References and portfolio available on request.