



Lauri Timmons

lauritimmons.com | 586.873.6096 | timmonslauri@gmail.com | [LinkedIn](#)

PROFESSIONAL SUMMARY

Marketing professional with over 20 years of experience in B2B marketing, integrated marketing communication strategies, project management, and brand development. Expertise in market research, multimedia design, and social media management. Proficient in Adobe Creative Suite, Microsoft Office, web development, and various CRM and email marketing tools. Highly skilled in business development, copywriting and editing content, team collaboration, and exceeding project deadlines and budgets.

SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat)
- Microsoft Office (Excel, Outlook, Powerpoint, Word)
- Web Development (HTML, CSS, SEO, Google Analytics, WordPress, Squarespace, Wix)
- CRM Marketing Strategies (Insightly, Zoho One, Hubspot, Salesforce - Pardot)
- Email Marketing (MailChimp, Hubspot)
- Social Media Marketing (LinkedIn, Facebook, Twitter, Youtube, Pinterest - Hubspot, Hootsuite)
- Photography (Canon 7D, Nikon D7200)

EXPERIENCE

Marketing & Design Specialist

01/2020 – 06/2023

Kirlin Lighting | Detroit, MI

- Developed, implemented, and tracked email, social media, and digital campaigns, measuring the performance and efficiency of the campaigns.
- Designed marketing materials, such as brochures, sale sheets, and trade show banners, ensuring brand guidelines were met.
- Wrote, proofread, and edited, technical content from complex data and created owner's manuals, and spec sheets.
- Negotiated contracts with external agencies and print and promotional vendors to execute marketing programs.
- Photographed products and enhanced product images in their installation settings with Photoshop, saving the company from costly photoshoots.
- Maintained, wrote copy, uploaded content, and made edits to the website.
- Collaborated with sales and engineering teams to develop new products and monitor strategic marketing initiatives.
- Conducted market research and analyzed trends to identify new marketing opportunities.

Marketing Manager

11/2018 – 08/2019

VE Optics, Inc. | Auburn Hills, MI

- Created new identity and branding, designed logo, and wrote mission and vision statements.
- Produced identity materials: business cards, stationery, and PowerPoint presentation templates.
- Designed and developed website.
- Wrote copy for website, marketing materials, and internal communications.
- Photographed products using Nikon D7200.
- Communicated and managed activities with print and promotional product vendors and negotiated pricing.
- Gathered, organized, and presented competitive research.
- Worked with application engineers to rewrite complex data and information for presentation in a consumer friendly manner.
- Maintained the company's corporate social media identity on Facebook, Twitter and LinkedIn.

Freelance Marketing Manager

06/2018 – 11/2018

L2e Solutions | St. Louis, MO

- Worked with L2e Principal and Business Manager to manage marketing efforts for the firm, including developing content for web, email, and social media.
- Created new identity and branding, designed logo, and wrote mission, vision, and value statements.
- Developed, edited, and finalized all marketing materials including proposals, brochures, and presentations managing consistent branding for all communication materials.
- Assisted the firm with graphic design, presentations, and production of materials.

Lauri Timmons - Page 2

lauritimmons.com | 586.873.6096 | timmonslauri@gmail.com | [LinkedIn](#)

Business Development and Marketing Manager

10/2017 – 06/2018

Michael Roth & Associates, Architects & Planners, Inc. / L2e Solutions | St. Louis, MO

- Worked directly with the President and CEO developing and maintaining business relationships with clients and subconsultants. Managed marketing efforts for the firm, including content for the web, email, and social media.
- Managed and updated the Customer Relationship Management System with new and existing clients.
- Researched and identified project opportunities in new and existing market sectors.
- Created graphically appealing SF-330 proposals for Federal Government A/E IDIQs and projects, proposals for Statement of Qualifications, and other marketing materials.
- Coordinated and assembled Proposals and Statement of Qualifications—including gathering teams (subconsultants) and information, writing and editing copy, and laying out text and graphics. Organized and maintained proposal content, including resumes, profiles, photos, and graphics. Developed, edited, and finalized all marketing materials. This included proposals, brochures, and presentations with consistent branding.
- Attended conferences and professional association meetings and promoted the firm's architectural, land, and master planning services.

Marketing Communications and Creative Specialist

02/2013 – 01/2017

Hager Companies, Inc. | St. Louis, MO

- Managed trade publication advertising that included developing concepts, copywriting, designing advertisements, and maintaining production schedules.
- Created award-nominated media kits, promotional sales, and product campaign materials.
- Designed graphics and award-winning literature for trade shows and supervised concurrent projects from several departments producing deliverables on time that surpassed quality standards.
- Assisted product managers, engineers, internal office, and external sales force with marketing services that included web updates via CMS and desktop publishing activities such as catalogs, sell sheets, price books, and product strategy collateral. Communicated and managed activities with print vendors and negotiated pricing.
- Researched industry competitors, assisting product managers to focus on current business and future growth to expand product offerings.
- Developed marketing branding strategies. Designed and managed all collateral material, and literature fulfillment processes for the internal product managers, external sales force, and tradeshow.
- Worked with Human Resources, creating banners, promotional items, PowerPoint presentations, company branded marketing materials, and Hager history wall panels for the front lobby.

EDUCATION

- B.A., Communications/Public Relations, with Honors, Webster University – Webster Groves, Missouri
- A.F.A., Graphic Communications, with Honors, St. Louis Community College – Meramec
- Certificate in Web Page Development – May 2001, Webster University, Webster Groves, Missouri
- Advanced Project Management Certification - Lawrence Technological University - Southfield, MI
- Lean Six Sigma Black Belt (ICBB) – Lawrence Technological University - Southfield, MI
- Completed additional professional development courses at the University of Missouri, St. Louis
- Adobe Suite programs, ASP, Computer Graphics and Web Development at St. Louis Community College

PROFESSIONAL ORGANIZATIONS

- Society for Marketing Professional Services (SMPS)
- American Marketing Association (AMA)
- International Association of Business Communicators (IABC)