



PROFESSIONAL EXPERIENCE

Visual Minds, LLC

2005 – Present

Proprietor of Creative Marketing Services

- Planning and/or development of visually stimulating digital media for web design/development, print, video and social media
- Maximizing the impact of multifaceted projects and advertising campaigns through brand building exceeding the expectation of the client
- Coordinating the production and distribution of various marketing communications with customers and vendors, meeting designated time lines
- Research and calculated all external vendor costs for printing and marketing on the web, advertising and trade shows

Contractor • Creative Marketing Staffing Agencies

2004 – 2015

Randstad • Graphic Digital Specialist/Project Management (2014-2015)

Client: The Toro Company

- Created consistent flow of graphic communications for product instructional documentation ensuring all projects meet print production and online requirements for extranet/portal site
- Researched, developed, and implemented graphic technologies and processes supported by the Subject Matter Experts and Training Manager to provide more effective instructional documentation for maximum learner experience
- Involved with LMS administration and support to include modifying html code and critiqued online courses prior to launch to enhance the look and feel
- Developed SharePoint database as an archival system of digital media

The Creative Group • Creative Marketing Project Specialist

Clients: Site Marketing, SuperValu, Prime Therapeutics, General Mills (2008-2011)

- Revitalized large sales presentations to be aesthetically pleasing to the eye and resulted in meeting projected time lines for projects with short time frames
- Conceptualized impacting advertising campaigns with input from marketing departments and executed deliverables from working closely with colleagues
- Managed creative projects and insightful marketing materials utilizing multiple digital media formats resulting in reaching measurable sales for the department

Digital People • eCommerce Web Design Specialist

Client: Eniva (2005)

- Created web banners and published on a content management system for multi-level marketing field representatives with over 17 domestic and international e-commerce product websites
- Modified, maintained and optimized flash audio files for web pages launched on eCommerce product websites to support training personnel

MARKETING

- Project management
- New product promotions
- Quality control
- Showroom/tradeshows planning
- Product literature development
- Vendor negotiations
- Budget tracking

WEB MARKETING

- Search engine optimization
- Web analytics
- Email blast campaigns

SOCIAL MEDIA

- LinkedIn corporate profiles
- Facebook fan page creation
- YouTube channel management
- Twitter postings

WEB DESIGN

- Concept and design of websites
- Content management systems
- Creation of web pages/banners
- Redesign of web pages
- Wireframe development

GRAPHIC DESIGN

- Photo shoot coordination
- Advertisements
- Brochures
- Spec/sales sheets
- Catalogs/magazines
- Direct mailers
- Newsletters
- POP displays
- Video and photo editing

CORE STRENGTHS

- Analytical
- Detail-oriented
- Highly organized
- Multi-tasker
- Negotiator
- Problem solver
- Resourceful
- Results driven
- Self-motivated
- Solid communication
- Tenacity

Lori Wilson

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PROFESSIONAL EXPERIENCE (CONTINUED)

Ewing Associates • Design Manager (2005)

Client: UnitedHealth Group

- Utilized established branding and created print collateral projects for medical health care, completed under quick turn around times working remotely with occasional on-site visits
- Managed workflow and gathered layout and design of projects working independently producing error free printed and digital media

Creatis, Inc. • Creative Marketing Specialist (2004-2005)

Clients: Medtronic, Inc., AGS Publishing, Medical Arts Press, Power Sentry

- Performed design and layout of marketing collaterals; contained projects such as advertising, technical specifications, brochures and direct mailers for medical device products, ensured to meet scheduled deadlines
- Produced the design and layout for book publications, test correspondence and technical specification sheets for learning educational resources
- Modified and assembled product catalog pages, pre-flight files and manipulated images for web and converted pages to pdf files for business e-tailer

EDUCATION

AAS Degree, Web Design, Hennepin Technical College
Honors, Presidents List

Diploma, Graphic Design, Hennepin Technical College

CONTINUED EDUCATION

Project Management fundamentals workshop, Eisele & Associates Inc.

WordPress, Vincent Wondra LLC

SEO, CSS, lynda.com

Web Design/Programming, Brown College and Easel Training

TECHNICAL SKILLS

Design Software

Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Acrobat Professional, Dreamweaver, Flash, Encore, Fireworks, Bridge), OmniGraffle, QuickTime Pro, Quark, Visio, iPhoto, iMovie, iDVD, Final Cut Express

Email Marketing Tools

MailChimp, Vertical Response and iContact

Office Software

Microsoft Office (Word, Excel, PowerPoint, Outlook, Access), SharePoint, Microsoft Project, Snagit, OnePlace, Top Producer, ACT!, iWork (Keynote, Pages, Numbers) and Filemaker, QuickBooks

Web Programming/CMS

WordPress, XHTML, HTML, CSS, Mura, Joomla, Actionscript and xCart

PROFESSIONAL NETWORK

- LinkedIn
- CS6/Creative Cloud Usergroups
- The Incubator for Entrepreneurs
- Firestorm
- Linked Minnesota
- Women In Networking

TESTIMONIALS

“Lori is a creative professional who is experienced in both print and web. She is good at project details - yet her free spirit and “out-of-the-box” ideas can add creative spark and inspiration to a new project or existing project. I enjoy working with Lori whenever we have the opportunity.”

– Larry Davis, Allegra Marketing

“Of the many marketing and support personnel I’ve worked with during my tenure at MAAX, Lori Wilson was one of the most talented and passionate people we had. Her desire to understand the scope of the project as well as the customer’s needs placed her in a very strong complimentary position to sales and marketing.”

– Tom O’Malley, MAAX, Inc.

“Lori served as our Webmaster and accomplished her work assignments in a timely manner. We have found Lori to be honest, diligent and capable for the tasks we asked of her. She has always been pleasant and asked insightful questions to clarify job assignments to insure accuracy.”

– Frank Masserano, IMF