

LEANNSTONEBURG

MARKETING | COMMUNICATIONS | DESIGN

6511 WELSLEY COURT • CHANHASSEN, MN 55317 • 952-681-0760 • LEDEAL@MAC.COM

EDUCATION

UNIVERSITY OF WISCONSIN - LA CROSSE | LA CROSSE, WI

- B.S. Communication Studies {Public Relations & Organizational Communication}
- B.S. Theatre Arts {Performance}

MARKETING EXPERIENCE

MARKETING & COMMUNICATIONS ASSOCIATE | CELLERATION, INC | EDEN PRAIRIE, MN | JUNE 2011 to PRESENT

- Manage coordination and execution of national and regional tradeshow plans, including coordination of booth logistics, special events/meeting spaces, and hotel arrangements
- Provide pre and post tradeshow communication to both employees and attendees
- Manage and trace tradeshow leads
- Successfully manage a cost efficient tradeshow budget
- Assist in development and design of marketing materials such as sell sheets, brochures, flyers, invitations, direct mail, and presentations
- Develop and execute quarterly E-Blasts and provide follow up analysis
- Provide graphic design assistance to other departments within Celleration
- Serve as liaison between Celleration and tradeshow coordinators, print vendors, ad sales, and new client inquiries
- Manage printing of new and existing marketing materials including quote acquisition, set up of new art files, and reorders
- Oversee and manage marketing collateral inventory

COMMUNICATIONS DESIGN ASSISTANT | EDEN PRAIRIE SCHOOLS | EDEN PRAIRIE, MN | NOVEMBER 2011 to JUNE 2012

- Support the development, production, distribution, and management of communication materials such as newsletters, print and electronic publications, district mailings, email blasts, and email news
- Write feature stories and copy for ads and announcements for district publications
- Assist in the coordination of media events including television segments, interviews, and photo requests
- Act as reporter, writer, and editor, gathering news and story ideas through internal and external sources
- Design promotional materials such as flyers, posters, and maps for the district
- Collaborate with Technology Department to update and create new layouts for the district website
- Provide support to the Director of Communications such as scheduling meetings, conference calls, interviews, attending meetings if she is unable, typing up meeting notes, and other general office duties as requested

MARKETING ASSISTANT | PSD, LLC | RAMSEY, MN | JULY 2008 to NOVEMBER 2008

- Collaborate with the Vice President to develop marketing plans for a new event center in Ramsey, MN
- Serve as coordinator for the event center's grand opening and first public event
- Attend event center's first two events to provide information to attendees, answer questions, give tours, and assist staff
- Design marketing materials such as brochures, invitations, and direct mail pieces for the event center
- Write press releases and formal letters for mass mailings
- Coordinate meetings, prepare agendas, and schedule vendor/client appointments

CONTINUED

MARKETING ASSISTANT | HEALTHCARE PARTNERS MEDICAL SPA | GLENDALE, CA | JUNE 2006 to JUNE 2008

- TLC Award recipient for Outstanding Team Leadership {July 2007}
- Work directly with Spa Director to develop an ongoing communication and marketing plan
- Plan and produce monthly promotions such as web specials and email blasts
- Provide the marketing team with research and ideas for the development of new and ongoing projects
- Provide marketing team with monthly analysis of sales trends, increase/decrease of sales, and projected sales goals
- Create and design marketing materials such as direct mail pieces, brochures, newsletters, posters, and flyers
- Write press releases, promotional articles, and copy for ads and website
- Assist the Spa Director with ad sales and design of advertisements
- Participate in health fairs, wedding expos, and community fundraisers

PUBLICITY ASSISTANT | UNIVERSITY OF WISCONSIN | LA CROSSE, WI | FEBRUARY 2002 to MAY 2004

- Write press releases and promotional articles for upcoming productions and events
- Design programs for all theatre productions
- Assist faculty and staff with various in preparation for the annual Wisconsin State High School Theatre Festival
- Design and assemble lobby displays and kiosks
- Assist in box office sales and management
- Supervise other student workers

ADDITIONAL WORK EXPERIENCE

CUSTOMER SERVICE REPRESENTATIVE | SKINCARE DOCTORS, PA | EDINA, MN | FEBRUARY 2009 to JUNE 2010

CUSTOMER SERVICE MANAGER | BLUE MEDICAL SPA | SHERMAN OAKS, CA | FEBRUARY 2005 to JUNE 2006

SKILLS

- Proficient with Adobe Illustrator, InDesign, Photoshop, and Acrobat
- Proficient with Microsoft Word, Excel, Power Point, and Outlook
- Proficient with both Mac OSX and Windows operating systems
- Completed continuing studies courses in graphic design at the Minneapolis College of Art and Design
- Social media savvy

REFERENCES

AVAILABLE UPON REQUEST