

JANIE MORRIS

 Dallas, Texas

 214.908.1234

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Skill Summary Statement

Determined strategic thinker focused on continual improvement and maximizing resources to advance an organization's goals. Specializes in growth strategy, project management, core brand principles, and campaign development including creative and messaging direction and end user experience.

Select Professional Accomplishments

Process Management

- Developed ISO 9000 procedures for eCommerce and Design Divisions and created training materials.
- Designed and implemented SOP tools 1) Customer Journey Mapping, 2) Guide to Planning a Fundraising Event, and 3) Communications Creative Brief.

Non-Profit / Development

- Key team member in the strategic development of new education initiatives, including pop-up museum, summer program, and the launch of \$160MM capital campaign.
- Lead role in MarComm and event management for annual M1 Ball. Achieved 2.3X revenue increase from 2015 to 2017 (2017 gross totaled \$830K).

MarComm/Brand Management

- Established Integrated MarComm Strategic Business Plan, including implementation guidelines and abbreviated brand standards guide.
- Created and managed cross-channel editorial calendar focused on cultivation and solicitation goals. Crafted written/graphic messages and managed process/approval of work product by staff and vendors tasked with content creation.
- Spearheaded design and launch of more than ten websites.
- Led creative and production team of a monthly magazine for nine issues with essentially no budget. Ensured on-time product delivery.
- Developed strategic sales plan for variable data printing and eCommerce solutions across 30 vertical markets.

Strategic Partnerships

- Supported sister company's media talent in promoting non-profit's events, programs, and fundraising efforts.
- Project scope, work product approval, and relationship management of retainer-based MarComm vendors.
- Conceived of Brand Ambassador protocols and supported with public relations, collateral, and speaking guidelines.
- Managed grant cycle for funding partner organizations in areas of veteran support, human trafficking, and humanitarian aid as well as six core disaster relief partners in emergency grant funding and daily promotion of needs and direct aid provided.

Lomo Creative

Lomo Creative was born out of opportunity. Having become a leader in eCommerce Variable Print and Fulfillment, I started my own consulting firm. Throughout the next 10 years, I went earned an M.B.A., got involved in my community (*Brookhaven Education Advisory Board, Greenhill School Alumni Board, White Rock Boat Club Social Chair Board Member, Event Chair for the Bridge Breast Network Annual Gala, Alumni Mentor for Emerging Leaders at SMU*), and served as a key review and logistics member of the all-volunteer managed Lone Star Angels, providing a no-pay-to-play option for Texas start-ups. I had the great pleasure to assist SMB organizations and non-profits in marketing themselves, often as an outsourced marketing department providing strategic and tactical plans, project management, and content creation... until a client asked me to join their team full-time in 2016.

Work History

Mercury One, Inc

Director of Communications
10/2016 - 9/2018

Director of Grants & Natural
Disasters (5/2017 - 3/2018)

(Client relationship
starting 9/2015)

Work history prior to 2002 available upon request as well as a detailed chronological resume.

Lomo Creative

Principal / Owner
2/2006 - 10/2016

Prime Demographics

MKTG Advisor & Creative Director
11/2004 - 10/2006

Buchanan Visual Communications

Special Projects Director
6/2002 - 1/2006

Education

Disney Institute – January 2018

Consumer Experience Seminar

University of Texas at Dallas – May 2009 (GPA 3.8)

M.B.A. Marketing, Cultural Study in Buenos Aries

Southern Methodist University – May 2001

B.A. Advertising; B.A. French; Minor: Business,
SMU-in-London; SMU-in-Paris