

# Laura Fletcher

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## *Experience*

### **PART-TIME CONTRACT WRITER, CREATIVE CIRCLE**

**October 2020-Present**

- Working with a historic non-profit to launch a new fundraising campaign while transitioning to a new brand voice.
- Assisted a Fortune 500 commercial real estate company with transitioning web content to a new brand voice and RFP proposal writing.
- Blog regularly for a large financial services firm as well as a business consultancy.
- Helping a hospitality real estate firm to build its marcomm platform from the ground up.

### **LEAD WRITER, PRESIDENT & CEO**

**February 2019-Present**

**Big Dream Ventures, Inc., Chicago, IL**

- Creative production enterprise encompassing writing, web development, public relations, and design.

### **FLETCH COMMUNICATIONS**

**Small business providing freelance writing and editorial services to clients including TruStage, Chicago Theological Seminary, U.S. Catholic Magazine, Advertising Agency, Vergent Digital Design, Leading Lawyers, & others.**

**August 2004-Present**

- Researched and composed hundreds of news articles on various topics for print and web publications, winning a 2014 Award of Merit for Reporting and Writing from the Associated Church Press in Toronto, Canada.
- Doubled the organic follower growth for Chicago Theological Seminary from 3% to 6% in one year.

### **SENIOR WRITER, ADVANCEMENT COMMUNICATIONS**

**August 2015-February 2019**

**Illinois Institute of Technology, Chicago, IL**

- Researched, wrote, and edited various mass public- and donor-facing pieces, including press releases, speeches, eblasts, web copy, event programs, brochures, magazine advertisements, articles, one pagers, letters, and proposals for the Principal Gifts, Major Gifts, Annual Giving, and Alumni Relations teams in Illinois Tech's \$250 million fundraising campaign.
- Project-managed and led all Institutional Advancement editorial and proofreading services.
- Managed all Alumni Relations social media, serving more than 88,000 followers, and led monthly meetings with a Social Media Taskforce to determine content and strategy; managed the launch of Alumni Association's Instagram platform in 2017.
- Drafted and did initial layout for a series of one pagers to promote the "Clevsafe Initiative," a \$50 million fundraising campaign in support of Illinois Tech's computer science department.
- Led messaging for the university's scholarship initiative, which secured a \$1 million grant from my proposal and ultimately, through a broad campaign, a \$150 million gift.
- For the university's second and third annual Giving Days, captained the social media team of four people, overseeing the direction and production of copy and design content, numerous videos, and online interactions, generating traffic that was 3,064% heavier than our daily average on Facebook and 1,113% heavier than our daily average on Twitter. Giving Day 2016 dollars exceeded Giving Day 2015 dollars by \$180,000. Most non-profits see a decline in the second year of a giving day program.
- Wrote a series of eblasts for the university's first donation outreach to faculty and staff for our Giving Day in 2015, which drew 221 faculty and staff donors, or 26% of our total donor count, with 40% of those being first-time donors.
- Worked with the Advancement Communications Graphic Designer to introduce larger images, infographics, dynamic text, and text boxes to the university's print fundraising materials, working in Adobe Creative Suite.
- Was selected to attend the CASE Summer Institute in Educational Fundraising, a prestigious four-day conference to which the Office of Institutional Advancement sends one person each year.

## **PROPOSAL WRITER & PROJECT MANAGER**

**April 2015-July 2015**

**ComPsych World Headquarters, Chicago, IL**

- Customized sales pitches for business proposals directed at clients including Xerox, Massachusetts Bay Transit Authority, and Ferrara Pan.

## **CONTRACT CAMPAIGN WRITER & RESEARCHER**

**October 2013-April 2015**

**The University of Chicago Medical and Biological Sciences Development, Chicago, IL**

- Researched, wrote, and edited various internal and donor-facing pieces, including proposals, reports, letters, brochures, e-newsletters, gift officer briefings, and books, for the Education and Community Team, Research Team, Surgery Team, and Medicine Team in UCMBSD's \$1 billion fundraising campaign.
- Distilled and explained complex medical topics such as non-invasive surgeries for abdominal aortic aneurysm; surgical treatment of hydrocephalus; and genetic research covering SIRT proteins and mature onset of diabetes in the young (MODY).
- Drafted several six- and seven-figure proposals to fund medical research in neurosurgery, cardiology, endocrinology, and other fields.
- Drafted various donor correspondence, including letters soliciting gifts, and letters of congratulations and acknowledgement.
- During a gift officer's maternity leave, prepared all meeting briefings for the weeklong stewardship and cultivation visit of an international multi-million dollar donor and prospect, and met with the Associate Vice-President of Campaign Fundraising to brief and debrief all participating faculty via telephone, providing information about the donor and visit when necessary; also tracked the substituting gift officer, who was new to the staff, throughout the visit and reviewed the visit with him, creating a best practices plan for future visits.

## **PART-TIME STAFF EDITOR & FREELANCE WRITER**

**June 2010-November 2014**

**The Leading Lawyers Network, a Division of Law Bulletin Media, Chicago, IL**

- Wrote original magazine articles, web content, print advertisements, and brochures profiling lawyers nominated by their peers as Leading Lawyers, an honor reserved for the top five percent of lawyers in the State of Illinois.
- Edited and revised marketing content submitted to the Leading Lawyers web site using HTML and the Leading Lawyers editorial style guidelines, which incorporate AP Style.

### **INTERNATIONAL EXPERIENCE**

**The Japan Exchange and Teaching (JET) Programme,**

Ogaki-shi, Gifu-ken, Japan

July 2005-September 2007

### **LEADERSHIP EXPERIENCE**

**Adjunct Professor for Diverse Adult Students**

at various Chicago- and Madison-Area institutions

August 2002-May 2012

### *Computer Skills*

**MailChimp, NetCommunity, Raiser's Edge  
Hootsuite, Jira, Various Social Media Platforms including Facebook Ads  
Adobe Creative Suite, Microsoft Office Suite  
WordPress, Google Analytics, Canva, HTML, CSS**

### *Certifications*

**CERTIFIED SCRUM MASTER (CSM) - Scrum Alliance, July 2020**

**AGILE FULL STACK WEB AND HYBRID MOBILE APPLICATION DEVELOPMENT - Microtrain, December 2020**

### *Education*

**THE UNIVERSITY OF WISCONSIN AT MADISON- Madison, WI**

Master of Fine Arts Degree in Creative Writing, with highest honors, May 2004.

**THE SCHOOL OF THE ART INSTITUTE OF CHICAGO- Chicago, IL**

Post-Baccalaureate Certificate in Creative Writing, May 2002.

\*With courses in film production and theatrical writing.

**THE UNIVERSITY OF DAYTON- Dayton, OH**

Bachelor of Arts in English Literature, *magna cum laude*, May 2001.

\*With a visual arts minor and over 30 credit hours in visual art and design.