

# Laura Fletcher

[fletchcom.net](http://fletchcom.net)

[laura@fletchcom.net](mailto:laura@fletchcom.net)

## *Experience*

### **CONTRACT MARKETING COMMUNICATIONS CONSULTANT, CREATIVE CIRCLE**

**October 2020-Present**

#### **Creative Circle, Chicago, IL**

- Currently providing editorial oversight and copywriting services for a national healthcare non-profit.
- Blogged regularly for a large financial services firm in addition to drafting press releases, direct mail and email tests, and whitepapers.
- Provided regular proofreading and copywriting for a regional healthcare system.
- Drafted press releases and provided editing for a boutique real estate firm.
- Drafted web content and a brand tone-of-voice guide for an agency of record.
- Provided social media content for a Fortune 200 company.
- Assisted a Fortune 200 company with transitioning web content to a new brand voice and creating sales proposals in RFP format.
- Worked with a historic non-profit to create fundraising materials and position pieces for a new mission.

### **FLETCH COMMUNICATIONS**

**Small business providing freelance writing and editorial services to clients including University of Illinois Chicago, Entefy, Chicago Theological Seminary, U.S. Catholic Magazine, Vergent Digital, & others**

**August 2004-Present**

- Project-managed custom omni-channel marketing campaigns, created performance analytics reports, and made strategic recommendations to large clients of a major health insurance provider.
- Composed SEO website content and blog posts, press releases, eblasts, and social media posts for B2B digital marketing agencies, corporate law firms, and most recently, a Silicon Valley artificial intelligence startup and a Research Level 1 university.
- Doubled the organic social media follower growth for Chicago Theological Seminary from 3% to 6% in one year.
- 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.

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

**February 2019-Present**

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

- Creative production enterprise encompassing writing, marketing, and public relations.

### **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, and proposals for 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, generating traffic that was 3,064% heavier on Facebook and 1,113% heavier on Twitter, with donations that exceeded the first Giving Day by \$180,000.
- 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.
- 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**

- Wrote proposals that were directly credited for deals that closed with Massachusetts Bay Transit Authority and a large healthcare system.

## **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).
- Secured multiple five-and-six-figure gifts through proposals to fund medical research in neurosurgery, gastroenterology, 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 throughout the visit and reviewed it 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 Instructor for Diverse Adult Students**

At various Chicago- and Madison-area institutions

August 2002-May 2012

### *Software Knowledge*

**MailChimp, NetCommunity, Hootsuite, Fanbooster by Traject, Facebook Ads, Twitter Ads, LinkedIn Ads, Raiser's Edge, Adobe FileMaker, Jira, Wrike, Workfront, Monday.com, Adobe Creative Suite, Tableau, Mede Analytics, Canva, Microsoft Office Suite, WordPress, Google Analytics, HTML5, CSS**

### *Certifications*

**CERTIFIED SCRUM MASTER (CSM)**- Scrum Alliance, July 2020-2024

**AGILE FULL STACK WEB AND HYBRID MOBILE APPLICATION DEVELOPER**- 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.

\*With courses in the structure of English and methods of teaching English as a second language.

**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.