

LESA PETERSEN

Michigan | lesapetersen@gmail.com | Portfolio: lesapetersen.com

Award-winning writer, editor, graphic designer, web and digital marketing content specialist, communications manager, and outreach professional with experience in creative agency advertising, branding, multichannel marketing campaigns, technical content, educational and development projects, public relations, news media, and community advocacy—largely for higher education and also for Fortune 500 companies, small businesses, and nonprofits.

EDUCATION

- M.A. English Linguistics, Purdue University. Focus in semantic linguistics and semiotics.
- B.S. Audiology and Speech Science, Purdue University. English and philosophy minors.

SAMPLE RECOGNITIONS

- People's Voice Webby nomination, Best University Mobile Site. Indiana University Bloomington website. Content strategy, writing, and CMS website page production.
- Educational Advertising Bronze Award. IUPUI website. Writing and CMS page production.
- Council for Advancement of Education (CASE) Circle of Excellence National Gold Award. "Innovate Indiana" statewide Indiana University economic development campaign. Multichannel campaign writing.

RECENT EXPERIENCE

Freelance copywriter, senior editor, storyteller, web and digital content specialist, and graphic designer. 8/22 to present.

Create compelling content for a wide range of nonprofit, B2B, and B2C organizations. Provide creative concepts, branding content, campaigns, blogs and long-form stories, content marketing, graphic design, and editorial quality control for print materials, websites, and digital media.

Sample freelance and contract work, present and past, includes:

- **AQUENT.** 1/23 to present. Contract content specialist and editor.
- **PURDUE UNIVERSITY.** 10/18 to 5/20. Freelance writer.
- **NNR GLOBAL LOGISTICS.** 10/10 to 4/15. Freelance writer and graphic designer.
- **INDIANA UNIVERSITY.** 7/09 to 7/11. Freelance writer and graphic designer.

WAYNE STATE UNIVERSITY. Development writer and editor. 9/19 to 7/22.

- Inspired donors to make large gifts that supported students, research, faculty, projects, and initiatives.
- Created original materials such as major gift proposals, donor impact reports, case statements, videos, stories, press releases, website and digital promotions, targeted emails, postcards, and magazine ads that were commended by major gift officers, faculty, deans, and the donors themselves.

PURDUE UNIVERSITY. Senior communications and media specialist, College of Science. 9/17 to 9/18.

- Oversaw and implemented a college-wide rebranding effort as well as all news media, social media, event promotions, and communications as a one-person communications office for Purdue University's no. 2 college in size and research funding.
- Wrote and creative-directed special projects that enhanced the college's reputation and audience engagement—such as a [multichannel space exploration campaign](#) featuring the college's first video commercial.

INDIANA UNIVERSITY. 2/03 to 9/17.

Communications manager. IU School of Informatics and Computing, IU Indianapolis (formerly IUPUI). 12/15 to 9/17.

- Elevated the visibility and reputation of degree programs, faculty and student research, community initiatives, industry projects, public events, and alumni achievements through TV and print news, social media, print and digital advertising, print materials, and other media channels.
- Oversaw a small creative team and designed a communications plan for increasing engagement across many audiences and for fulfilling approximately 500 annual communications projects.
- Redesigned and managed the school's visual and content brand in line with the IU brand standards and acted as creative director for video, photography, website design, and print materials.

Content specialist. 8/11 to 12/15. Writer-editor. 12/05 to 6/09. IU Office of Creative Services (now IU Studios). Bloomington campus.

- Created award-winning creative projects at the university advertising agency that included websites, multimedia campaigns, digital and print ads, feature stories, social media, brochures, postcards, event materials, and magazines.
- Acted as lead writer-editor for IU undergraduate admissions and on many of the university's most visible and crucial recruitment and engagement initiatives—developing content strategies and unique projects for university offices, schools, and units.
- Performed senior-level editorial roles such as writing speeches for the university president and top administrators, mentoring student interns, and contributing to the university editorial style guide.

Director of communications. Assistant director of communications. 2/03 to 12/05. IU Maurer School of Law. Bloomington campus.

- Improved the school's visibility and reputation through design and oversight of the communications marketing plan and budget, strategic positioning, public and media relations, and branding.

- Directed promotional projects that increased alumni giving, bolstered recruiting initiatives, and increased attendance at symposia and events.
- Served as writer-editor, art director, graphic designer, and print production manager for news features and press releases, the alumni magazine, the academic bulletin, dean's letters and speeches, postcards, event posters and programs, mailers, and brochures.

EARLY CAREER HIGHLIGHTS

COMMUNICATIONS

- Senior editor for Fortune 500 internal employee communications, Aon Hewitt
- Senior editor for textbooks, Agency for Instructional Technology and Thompson West–Pearson
- Business B2B tech writer, VisionAIR
- Freelance editor, Oracle Corporation's *Technical Journal*

RESEARCH

- Research assistant and journal article co-author, Purdue University American Sign Language Linguistics Laboratory
- Laboratory coordinator, Indiana University Infant Motor Development Laboratory

TEACHING

- Substitute teacher for K-12, all subjects; full-time substitute music teacher, Burroughs-Molett Elementary School, Glynn County School District, Georgia

NATURAL FOODS RETAIL

- Assistant bulk and produce manager, Goodness Grocery, Lafayette, Indiana
- Outreach coordinator, Bloomingfoods Market and Deli, Bloomington, Indiana

SAMPLE SKILLS, TRAINING, AND APPLICATIONS

English grammar, Chicago Manual of Style, AP Style, design and image editing in Adobe Creative Suite (InDesign, Photoshop, Illustrator), Canva, HTML and CMS tools (including WordPress), website SEO optimization and ADA accessibility guidelines, social media apps, and digital advertising apps.

VOLUNTEER WORK

- Food line serving, dinner preparation, volunteer activities coordination, and post-dinner dining room cleaning for the Community Kitchen of Monroe County, Indiana.
- Phone counseling, crisis intervention, and assisting residents with daily needs such as meal preparation for a women's domestic violence shelter in Lafayette, Indiana.
- Writing and graphic design for Habitat for Humanity of Monroe County, Indiana.
- Pro bono writing and graphic design for local nonprofits' community event promotions.