

MARY LAURIE

701 Pennsylvania Avenue NW, Apt. 1206, Washington DC 20004

501-339-6834

Email - mary@marylaurie.com

Portfolio – marylaurie.com

Skype – mary.laurie.

Motivated and skilled communications and public relations practitioner with nonprofit, private sector and USAID experience in international development, conservation, construction, advertising, education, healthcare and sustainability. International and domestic know-how. Proven leader and strategic thinker. Commitment to quality and results. Sustainability and Green Building credentials. US Secret Clearance.

Communications Strategy Development
Messaging & Issues Management
Corporate Sustainability & Social Responsibility
Training & Capacity Building

Project Planning & Implementation
Creative Conceptualization
Brand Awareness & Management
Research & Assessment

EXPERIENCE

HIGHLIGHT TECHNOLOGIES, INC. CONTRACTOR FOR USAID BUREAU FOR POLICY, PLANNING & LEARNING, Fairfax, VA / Washington, DC **2019 -**

Senior Communication Specialist, Embedded

Manage editorial processes and content development for USAID's Bureau for Policy, Planning & Learning. Coordinate project development and provide support for wide variety of Bureau initiatives including the Agency's Journey to Self-Reliance.

THE FUTURE KNOWLEDGE DRIVEN AGRICULTURAL DEVELOPMENT (KDAD) PROJECT INSIGHT SYSTEMS CORPORATION, Washington, DC **2014 -2019**

Communications Portfolio Manager, Former Consultant

Managed Communications Portfolio and a team of professionals (writers/editors, graphic/web design and video production) to support the USAID Bureau for Food Security, Feed the Future, Office of Gender Equality and Women's Empowerment, the Office of Microenterprise and Private Enterprise Promotion, Office of Private Capital & Microenterprise. Content development and management for Agrilinks.org.

- *Developed strategic communication plans and projects; created promotion campaigns using web and social media channels; assessed client needs and identified information gaps; used analytics to track user engagement and improve content management and website design.*

THE NATURE CONSERVANCY – Worldwide Office, Arlington, VA **2013 – 2014**

Communications Director

Communications planning and strategy development to support and promote the Conservancy's Conservation Lands unit and global priorities, including Global Agriculture, Development by Design (smart infrastructure), Forests & Climate, and Indigenous & Communal Conservation. Telecommuter.

- *Documented and promoted successful philanthropic approaches, leveraging funding for global work and engaging VIP donors. Created communication strategies and promoted global agricultural initiatives.*

COMMUNICATIONS & SUSTAINABILITY CONSULTING, Little Rock, AR **2012 – 2013, 2014**

Communications, public relations and editorial services to advance client goals – planning, project management, writing, editing, design, production. Sustainability program development, corporate assessments, training. Key initiatives:

- **Insight Systems Corporation** - *Planning, project management, editorial services for KDAD project. Policy briefs, country policy updates, reports, blogs, website content assessments.*
- **Arkansas Energy Office** - *Federal Energy Innovation Grant implementation across Arkansas.*
- **Winrock International** - *Editorial support for USAID-funded: CREL Project; Supporting Forests & Biodiversity, Counter Trafficking in Persons, Multiple Use Water Services, NRM Overview. Design and development, Tugwell Retrospective.*

NABHOLZ CONSTRUCTION CORPORATION, Conway, AR

2007-2012

Director, Sustainable Initiatives

Established corporate sustainability program. Planned and implemented operational strategies, training for project managers and construction staff, and enhanced corporate profile through internal and external communications. Developed and deployed sustainability training program, increasing numbers of Green Advantage® certified staff to more than 100. Improved green building job performance and sustainability at all operation levels.

- *Designated as 1 of 4 delegates from national US Green Building Council to attend World Climate Summit in 2010.*
- *Recognized as subject matter expert on sustainability by being named to Arkansas Energy Office team to introduce new energy code. Founding member of Sustainable Construction Collaborative, a national peer group of sustainability professionals.*
- *Developed Basics of Sustainable Construction, a licensed training program for obtaining Green Advantage® certification.*

WINROCK INTERNATIONAL, Little Rock, AR

1992 - 2007

Director, Communication & Public Affairs

Designed and implemented internal and external marketing and communications programs targeting domestic and international audiences with a focus on agriculture, natural resource management, and human empowerment. Led the communications team and coordinated with offices and staff worldwide. Farmer to Farmer volunteer.

- *Launched a comprehensive communications program uniting domestic and field offices around the world.*
- *Coordinated media trips to Nepal, Côte d'Ivoire, and Peru.*
- *Representative to Working Group of the Global Interdependence Initiative, the Aspen Institute, Washington, DC.*

Special Assignments:

- Bangladesh/Nepal** – Communication training for country staff and partner organizations.
- Ghana** – Ecotourism business assessment and marketing plan development.
- Nigeria** – Marketing strategy and promotion for Volunteer Technical Assistance office.
- Côte d'Ivoire/Peru/Nepal** - Coordinated media trips for ABC affiliate.
- Haiti** – Natural resource management program communication and promotion.
- El Salvador** – Natural resource management project report development.
- Senegal** – Field project reporting.
- China** – Coordinated promotion of Winrock delegation to the fourth World Conference on Women.
- Indonesia** – On-site reporting on renewable energy (wind) project on Timor.
- Uzbekistan** – Documented joint US/Israeli project, coordinated multi-language media outreach.
- Kazakhstan** – Developed English and Russian communication tools for the Farmer-to-Farmer Program.

ADDITIONAL
EXPERIENCE

STONE & WARD ADVERTISING, Public Relations Director	Little Rock, AR
ARKANSAS BLUE CROSS BLUE SHIELD, Publications Coordinator	Little Rock, AR
COUNCIL OF STATE EDUCATION COMMUNICATORS, Executive Director	Little Rock, AR
ARKANSAS DEPARTMENT OF EDUCATION, Communications Supervisor	Little Rock, AR
STAFFORD & ASSOCIATES, Typographer & Graphic Artist	Fayetteville, AR
CREATIVE PROCESSING ADVERTISING, Copywriter & Graphic Artist	Fayetteville, AR

EDUCATION &
CREDENTIALS

Bachelor of Arts, Journalism; Art Minor - University of Arkansas at Fayetteville
 LEED® Accredited Professional, U.S. Green Building Council /Green Building Certification Institute
 Advantage® Certified Practitioner and Trainer
 USAID Secret Clearance, Badge #02725867

TECHNOLOGY

Microsoft Office, Google Docs, Adobe Creative Suite
MailChimp, Constant Contact
Survey Monkey, Survey Gizmo, Zoomerang,
Google Analytics.
Limited: Drupal content management, Eloqua (CRM).

MEMBERSHIPS

Society for International Development, Washington, DC Chapter
Founding member, Perry County Historical Museum Board of Directors
Arkansas Craft Guild, former Board member
Founding member, Sustainable Construction Collaborative
Little Rock Metroplan Green Task Force
International Association of Business Communicators
Council of State Education Communicators.

