

LISA M. PRODYWUS

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Marketing Director

Passionate and dedicated professional with a strong education and background in Marketing Strategy, Campaign Development, Customer Pipeline/Journey, Creative Design, Digital Marketing, and Social Media Development. Years of successful experience building multifaceted projects, implementing effective promotional campaigns, and facilitating positive relationships with a wide range of clients, colleagues, and key business partners. Consistently recognized for outstanding contributions to the bottom line and for increasing digital traffic by as much as 1000%. Supported company 40% growth within less than one year. Commended for organization, efficiency, and priority management skills. Computer savvy and familiar with many modern systems and applications.

Areas of Expertise

- Integrated Marketing Campaigns
- Market Research
- Marketing Segmentations
- Corporate/Brand Strategies
- Customer Engagement/Journey
- Design & Development
- Digital Marketing & Social Media
- Graphic & Video Production
- Data Analytics & Reporting
- Training & Team Building
- Project Management
- Lead Generation Campaigns
- SEO, SMM, SEM, Email Marketing
- Tradeshow/Event Management
- PR & Business Communications

Education

Southern New Hampshire University – Manchester, NH
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Hood College – Frederick, MD
Lord Fairfax Community College – Middletown, VA
American Marketing Association

Master of Science (MS), Marketing
Graduate Certificate, Social Media (55 weeks)
Bachelor of Arts (BA), Studio Art
Associates (AA), Mechanical Engineering
Digital Marketing Certificate

Professional Experience

(Current) George Mason University, Fairfax, VA
Adjunct Marketing Professor

November 2020-Current

Teaching in-person and online marketing classes for undergraduate students on Digital Marketing, International Marketing, and Marketing Principles.

(Current) University of Maryland Global Campus, Largo, MD
Adjunct Marketing Professor, Subject Matter Expert

August 2019-Current

Teaching online digital marketing and social media classes for undergraduate students. Subject Matter Expert for new course develop in digital marketing.

(Current) Southern New Hampshire University, Manchester, NH
Adjunct Marketing Professor

December 2015-Current

Teaching online marketing and social media classes for undergraduate students. Completed training and certification for Cultivating Conversations, Online Teaching, Beyond the Bulletin Board, and Assessment Calibration.

(Current) Rasmussen College, Maitland, FL
Marketing Subject Matter Expert (SME)

November 2018-Current

Visual Marketing and Social Media Adjunct Instructor

Teaching online marketing college-level courses for Principles of Marketing, Visual Marketing and Social Media for undergraduate students. Contractor assigned to develop, write, and build the online Marketing Capstone and Principles of Marketing college courses.

YHB – Winchester, VA
Marketing Director

August 2014–November 2015

Marketing for Professional Services

Oversee the firm-wide marketing tasks for seven locations, review proposals for new work, produce policies and procedures regarding branding standards and innovative marketing initiatives. Monitor annual marketing budget for corporate, local and industry levels. Coordinate and produce all advertising and public relation activities. Continual website and social media analytics monitoring. Produce, send and post press releases. Develop and manage all marketing research for all industries.

The Library Corporation – Inwood, WV

April 2008–April 2012

Marketing Director

Worldwide Library Software (SaaS)

Developed regional and international marketing plans for a provider of library and school software automation solutions. Trained, mentored, and supervised a team of 5 employees in the marketing department and coordinated various traditional and non-traditional promotional projects. Administered expense budgets, monitored industry trends and customer behavior, and helped to enhance new and existing products. Collaborated with sales managers and product developers to execute integrated campaigns and meet profitability goals. Managed 40+ tradeshows per year, oversaw user group meetings, and led all advertising and design projects. Managed 4 websites including all design, press information, SEO, and web analytics. Maintain social media sites (Facebook, Twitter, YouTube, LinkedIn, Google+, Pinterest), attract new “fans”, and successfully increased web traffic by 1000%.

GTSI – Chantilly, VA

September 2006-April 2008

Marketing Communications Manager

Government Technology

Coordinated and implemented strategic marketing plans while ensuring that all internal and external projects were completed on schedule and under budget. Planned and supervised media schedules, seminars, webinars, and print materials. Conducted extensive research for marketing materials and government statistics. Worked cooperatively with creative teams and company partners to meet organizational objectives.

CSC – Alexandria, VA

December 2005-September 2006

Communications Specialist

EPA Water Security Division

Helped to develop communication materials for the Water Security Division of the EPA and all U.S. utility companies. Prepared educational materials to provide support at conferences and tradeshows. Assisted with research, branding, media placement, database development, and organizational management.

Datalux – Winchester, VA

October 2002-November 2005

Marketing Manager

Mobile Computer Systems - Technology

Established successful advertising and marketing strategies, negotiated agreements with outside sales reps, and communicated with sponsors and agencies. Developed promotional materials and media kits, coordinated schedules, conducted competitive analysis, and collected data to evaluate product/service markets.

Dedicated Micros – Chantilly, VA

September 2000-October 2002

Marketing, Web and Graphics Specialist

Security Technology

Designed and developed the corporate website and marketing materials including national/international trade magazines, e-commerce initiatives, trade shows, and corporate presentations. Oversaw quality control of graphics products, created proposals, managed materials inventory, and increased revenues from \$25M to \$40M.

Technical Proficiencies

Learning Management:

Blackboard, BrightSpace (Desire2Learn, D2L), Moodle, Google

Analytics & Automation:

Adobe Analytics, Jira, Google Analytics (Certificate, Platform Principles), Google AdWords (Certificate), Google Alerts, Sprinklr, SEMrush, SocialFlow, Social Media Analytics, Email Analytics, Web Trends, Hootsuite, Google Website Optimizer, WordPress, Marketo, HubSpot, PPC, SEO, SEM, SMM

Design & Development:

Adobe Illustrator, Adobe Photoshop, PageMaker, Corel Draw, InDesign, Canva, Quark Xpress, MS Publisher, FrontPage, Dreamweaver, Fireworks, Flash, AutoCAD, Visio, GoAnimate, iMovie, MailChimp, Constant Contact, Aweber, Clickfunnels

Office Management:

Salesforce, CRM Databases, MS Office Suite (Word, Excel, PowerPoint, Access), WordPerfect, Adobe Acrobat Professional, MS Project, Google Docs, Open Office

Programming:

HTML, JavaScript, ASP

Additional Qualifications

Certificate Marketing Foundations: Customer Segmentation

Member – American Marketing Association (AMA)

Certificate Marketing Foundations: Competitive Market Analysis

Member - Digital Analytics Association (DAA)

Television/Media Coordinator - Winchester Public Schools

Marketing Committee Shenandoah Art Council

Lord Fairfax Community College Education Foundation

American Library Association & Exhibit Table Board

Certificate of Assessment Calibration – SNHU Learning Science & Assessment

Certificate Beyond the Bulletin Board – SNHU Learning Science & Assessment

Certificate Cultivating Conversations – SNHU Learning Science & Assessment

Book Art Layout & Design - “Here It Is, There It Was, and So It Goes” by Mark M. Hood