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# Lynn M. Shield

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## SUMMARY OF QUALIFICATIONS

Business professional with over 20 years experience in customer loyalty, business processes, marketing communications, corporate identity, copy writing, public relations. Highly creative with a great sense of design, a team builder, critical thinker and solutions oriented professional.

## AREAS OF EXPERTISE

- |                         |                        |   |
|-------------------------|------------------------|---|
| * Business processes    | * Product marketing    | * Web site development & implementation |
| * Customer loyalty      | * Communications       | * Copy writing                          |
| * Team facilitation     | * Project management   | * Press Releases                        |
| * Relationship building | * Incentive promotions |   |
| * Brand identity        | * Graphic design       |   |

## COMPUTER SKILLS

- |                        |                     |                    |
|------------------------|---------------------|--------------------|
| * Microsoft Word       | * Adobe PhotoShop   | * Adobe Contribute |
| * Microsoft Excel      | * Adobe Illustrator | * Quark Express    |
| * Microsoft PowerPoint | * Adobe InDesign    |                    |
| * Microsoft Publisher  | * Adobe Dreamweaver |                    |

## PROFESSIONAL EXPERIENCE

### LMS-Marketing Communications, Pine Grove, CA - 7/2001 – Present

- Marketing Consultant:* Graphic design, copy writing and editing, public relations programs, corporate identity packages, sales presentations, web design, advertisements, and marketing projects. Expert in latest software used for creative executions such as **Adobe Photoshop, InDesign, Illustrator, Dreamweaver**, and whole range of supporting programs. Extensive experience with aerospace, construction, small business, and non-profit organizations.

### Operation Care, Jackson, CA –9/2005 – 6/2010

- Executive Director:* Responsible for overall management and administration of non-profit agency providing support and education to victims of domestic violence and sexual assault. Accountable to the Board of Directors for program administration, personnel management, policies and procedures, fiscal management, and fund development.

### Operation Care, Jackson, CA – 2/2004 – 9/2005

- Board Member:* Served as Secretary of the Board from 2/2005 through 9/2005. Co-Chair for Domestic Violence/Safe House committee providing oversight for the shelter facilities, building and maintenance, Safe House program, policies and procedures, and personnel training. Managed safe

house renovation through Community Block Development Grant. Chairperson for Public Relations committee charged with projecting an effective and positive image and developing public awareness for Operation Care through written, verbal, electronic media and public relations. Responsible for the planning and marketing of Operation Care's annual fundraising talent event.

### **Aspen Marketing Group, Concord, CA - 3/2000 - 6/2001**

- *Account Executive:* Creation and execution of interactive sales promotions. Interface with clients, and management of all components of programs including strategic development, creative and technical development, copy writing, product design, sourcing and fulfillment.

### **Dexter Adhesive & Coating Systems, Bay Point, CA – 1/1991 - 3/2000**

- *Marketing Communications Manager:* (1994 – 2000)
  - **Corporate Identity:** Direct the efforts of a talented multi-disciplined team responsible for all aspects of brand management for global manufacturing company - worldwide advertising, marcom, electronic marketing and corporate events. Develop brand messages and product positioning, including interface with Program Managers and Senior Management. Appointed by business President to corporate taskforce, responsible for development and implementation of a complete corporate identity program and Corporate Identity Standards Manual.
  - **Communications:** Define and manage marketing communications plan and budget, both internal and external to ensure accurate reflection of corporate identity and brand image. Focus on future marketing plans and implementation of such. Work effectively with agencies, Program Managers, Directors, and customers to develop and communicate effective key messages. Projects included business brochures, product launch programs, customer newsletters, capabilities presentations, multi-media presentations, media relations and lead generation. Accountable for all press announcements, advertising and marketing communications for business unit. Conceptualized template solution for uniform product marketing collateral.
  - **Technical Communications:** Develop product and training presentations and technical literature to ensure consistent format and structure and accurate content.
  - **Internet and Intranet:** Responsible for content and brand identity. Development and implementation of Web site, incorporating new brand identity. Mapped implementation plan for future phases, including customer contact management and e-commerce.
  - **Trade shows:** Determine scope of participation and managed budgets and programs for global trade shows.
  - **Trademark consistency:** Responsible for registration, consistent usage, and upkeep of all trademarks.
  - **Customer Loyalty and Business Development:** Team leader responsible for mapping customer expectations, and "hardwiring the voice of the customer" into business processes. Developed "Brand Promise" based on customer input and team facilitation. Communicated customer

requirements throughout business.

- **Marketing Coordinator:** (1991 – 1994) Responsible for sales forecast data and accuracy, bids, contracts, competitive intelligence, marketing communications trade shows, administrative support, management of technical data, product support. Implemented first electronic "Catalog on Disk" within the corporation. Worked with all business systems to integrate a new product line into an existing business process.

#### **Hysol Grafil Inc., Sacramento, CA - 10/1983 - 1/1991**

- **Manager, Marketing & Sales Services:** Supervision of sales service staff, order entry, technical literature, trade shows, promotions and advertising. Responsible for imports and exports, inventory management. Implemented procedures manual for order entry, packaging and shipping for domestic and international shipments.

#### **EDUCATION**

Los Medanos College Pittsburg, CA - Graphic design, advertising and communications

Various Courses San Francisco Area - Graphic design, Web site development, Photoshop, Dreamweaver, continuing education courses, customer centered growth seminars, lean manufacturing courses.

*Recognition:* President's Award for Excellence 1998, Exceptional Achievement Award for Marketing Excellence 1999, Exceptional Achievement Award for product launch 1997, and Exceptional Achievement Award for Catalog on Disk 1996.

#### **COMMUNITY**

Sutter Creek Smiles – Board Member

Amador County Women's Network - Member

Operation Care – Volunteer