

Laurie Searle

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Annual Reports Conferences
Brochures Campaigns
Evaluations Demonstrations
Grants/Proposals Facilitation
Newsletters Product Dev.
Press Releases Program Mgt.
Proposals Training Classes
Manuals Website Dev.

Communications Professional and Information Designer

Specializes in business writing, website development, and content management systems that are easier to understand and to use.

PROFESSIONAL EXPERIENCE

Write Place Designs – Information Designer 2008-Present

Design and develop information including business writing, website development, and content management systems.

- **Established grants program for Serenbe Institute.** Identified/vetted 67 funders, developed 15 grants from \$10,000-\$100,000 and supporting content pieces, exceeded the six-month project objective by 50 percent.
- **Developed state and county charter school petitions for CHCS.** Collaborated with a 10-member committee, designed, developed, and produced the 350-page county petition and 375-page state petition.
- **Scripted an educational video for the University of Georgia.** Wrote detailed script for Better Brains for Babies video and updated website content and training manual for childcare practitioners.

Georgia Family Connection Partnership – Writer and Educational Conference Manager 2003-2008

Built the capacity of 159 nonprofit affiliates by providing innovative communications and educational tools.

- **Conceptualized and wrote organizational content** including annual reports, brochures, fact sheets, user guides, training manuals, and evaluation reports. Developed tag line, *Helping Partners Strengthen Families*.
- **Managed educational conferences** including \$800,000 budget, site selection, vendors, logistics, and a program committee that developed 45 workshops, keynote programs, awards banquet, and celebrations.
- **Developed, launched, and managed Collaborative Webs**, a content management system that improved efficiencies for 159 nonprofit affiliates and resulted in an overall savings of an estimated \$500,000.

InterCall Conferencing – Product Line Manager | Quality Assurance Manager 1999-2001

Improved operational efficiencies of conference call center and developed next-generation product.

- **Enhanced and fine-tuned a “next-generation” web-based conferencing product** which resulted in revenue increases from 15% to 60% of the company’s business.
- **Designed, managed, and delivered an extensive online policy & procedure manual** that standardized operational procedures and improved the customer service of two call centers.
- **Developed call center procedures for Y2K transition.** Coordinated with technical staff on program elements for call center equipment; developed quality control measures that resulted in uninterrupted service.

MCI Telecommunications – Marketing Manager | Complex Bids Manager 1985-1999

Recognized as top performer in technical operations; received multiple awards as complex bids manager.

- **Managed a team of seven writers** and the on-going development and maintenance of the proposal content library for Proposal Generator, MCI’s automated online proposal tool.
- **Led complex bid teams for proposals up to \$5 million.** Coordinated teams consisting of representatives from business development, engineering, and sales; developed and wrote responses to complex bids.
- **Installed and maintained long distance phone services and equipment.** Managed a field service office and maintained central office computer equipment including FDMs, TDMs, concentrators, and switches.

PUBLICATIONS DEVELOPED

- **Chattahoochee Hills Charter School Petitions:** developed nearly 1,000 pages of collateral for winning bids.
- **High Performance Communications toolkit:** designed and wrote a six-module toolkit including participant guides, instructor guides, and PowerPoint presentations for 159 nonprofit affiliates in Georgia.
- **Results Based Facilitation manual:** designed and wrote an extensive training manual on facilitation for Sherbrooke Consulting and Georgia Family Connection Partnership.
- **Cemeteries of Chattahoochee Hills:** researched, mapped, and recorded 31 historic cemeteries in Chattahoochee Hills; developed booklet for each cemetery. Project is still in progress.
- **Developed and maintain the following websites:**
 - Chatt Hills Civic Association: www.chatthills.org
 - Chattahoochee Hills Historical Society: www.chattahoocheehillshistoricalsociety.org
 - Providence Baptist Church: www.pbcrico.org
 - Arboriculture Services: www.asisavestrees.com
 - Georgia Appalachian Trail Club: www.georgia-atclub.org

VOLUNTEER WORK

- **Chatt Hills Organizing Committee:** Coordinated information campaign that led to the formation of new city of Chattahoochee Hills (2007). Researched issues on municipal incorporation, created information packets, Website, and newsletters; coordinated and facilitated 25 community meetings. Effort resulted in nearly 50 percent of the eligible voters turning out for the referendum and 83 percent voting in favor of the new city.
- **Chattahoochee Hills Civic Association:** Serve as vice president and communications chair. Developed communications strategy and resulting website, brochures, direct mail, and canvassing scripts for grassroots effort that raised \$240,000 for the city of Chattahoochee Hills to purchase its parklands from Fulton County.
- **Chattahoochee Hills of Hope:** Organized an interfaith group of the 11 churches in Chattahoochee Hills. Sponsor an annual clothing and food drive and coordinate efforts to serve unmet needs in the community.
- **Disaster Relief:** Certified in the following programs: FEMA Community Emergency Response Team, Georgia Baptist Disaster Relief amateur radio communications, KG4FDM technician license amateur radio operator.
- **Georgia Adopt-A-Stream:** Perform monthly water quality monitoring and improve sections of streams, wetlands, and lakes in Georgia.
- **Georgia Appalachian Trail Club:** Participate in monthly trail maintenance with husband who maintains a section of the Appalachian Trail; developed and manage website for this 800-member nonprofit association.
- **Neighborhood Watch:** Organized a neighborhood watch group with 20 households, which resulted in the reporting of suspicious activity that led to the capture and arrest of a criminal.

EDUCATION

- M.S., Technical & Professional Communication. Southern Polytechnic, Marietta, GA, 1995.
- B.A., Journalism; minor in Urban Studies. Georgia State University, Atlanta, GA, 1993.
- Certificate of Computer Technology, Control Data Institute, Atlanta, GA, 1982.
- Professional Development: Foundation Center workshops in grant writing, funding research, cultivating grantmaker relationships; Shipley's Proposal Writing, Nonprofit Story Telling, Nonprofit Annual Reports, Project Management, Results-Based Facilitation, Community Capacity Building, Toastmasters.
- Software proficiency in Microsoft Suite, Expression Web; Adobe Photoshop, InDesign, Joomla!, WordPress.