

## LAURIE SEARLE

Communications • Community Building • Event Mgt

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### Information Specialist: *Simply Say It!*

From Fortune 500s to nonprofits to communities throughout Georgia, Laurie Searle has perfected her ability to convey information – about people, places, and things – simply. She began her career as a technical writer at MCI translating complex information into award-winning bids, then led the initiative to create MCI's Proposal Generator, an automated tool for creating simplified proposals. For more than five years, she was writer and conference manager at Family Connection Partnership and taught effective communications to communities across Georgia. Through her consulting business *Write Place Designs*, Laurie develops customized Web and content solutions that help small businesses make a big impact!

- **Developed and launched *Collaborative Webs*, a communications tool for building Web sites (2005).** Wrote user guides and training materials and then trained 159 county organizations on the art of building their own Web site and promoting their work.
  - **Coordinated information campaign that led to the formation of new city of Chattahoochee Hills (2007).** Researched issues on municipal incorporation and land preservation; created information packets, Web site, and newsletters; coordinated and facilitated 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.
  - **Created campaign material for *Buy Our Parks Now!* (2008).** Developed information strategy that included Web site, brochures, targeted mail and phone messages, and canvassing scripts. Effort resulted in wide community participation exceeding the goal – more than a third of the households contributed \$240,000 in less than three months to help the new city of Chattahoochee Hills purchase its parklands.
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## EXPERTISE

- Professional and Technical Communications
  - Communication Strategies
  - Document Design
  - Web Site Development
  - Facilitation and Consensus Building
  - Collaborative Team Leadership
  - Event Management
  - Volunteer Coordination
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## EXPERIENCE

### Write Place Designs • Independent Communications Contractor

2001 - Present

Provide Web and content solutions that help small businesses make a big impact.

- **Developed Web site and campaign material for *Buy Our Parks Now!***, a campaign that raised more than \$240,000 to purchase parklands for the new city of Chattahoochee Hills. See [www.buyourparksnow.com](http://www.buyourparksnow.com).
- **Led a team of volunteers and the information campaign to form new city**, informing more than 2,000 residents on issues such as municipal incorporation and land preservation.
- **Created a series of trail maintenance maps for Kennesaw Mountain State Park** using specialized orienteering skills to map topographical features and the OCAD program to draft the map.
- **Developed assessable Web site and media kit for blind, musical recording duo *String Attached*** with instruction set for editing.

### **Family Connection Partnership • Writer/Conference Manager**

**2003 -2008**

Recognized for outstanding organizational skills and the ability to multitask. Was the only employee hired to perform two functions – writing and conference management – and was assigned additional duties to manage Web content and applications, and provide technical assistance to counties on communications.

- **Managed biennial conference with more than 600 attendees.** Coordinated a committee of 50 staff and volunteers, developed budget; and managed site selection, vendors, sponsors, exhibitors, and awards.
- **Developed, launched, and managed Collaborative Webs,** a communications tool that enabled 159 county organizations to develop and manage their own Web site.
- **Conceptualized and wrote organizational content** including annual reports, brochures, fact sheets, user guides, training manuals, evaluation reports, and promotional material. Developed tag line, *Helping Partners Strengthen Families*.

### **InterCall Conferencing • Product Line Manager**

**2001- 1999**

- **Enhanced and fine-tuned a newly-released 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 encompassed all of the operational procedures of a call center.
- **Developed call center procedures for Y2K transition.** Coordinated with technical staff on program elements for call center equipment; developed quality control measures for operators.

### **MCI Telecommunications • Marketing Manager**

**1999 - 1985**

- **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. Developed content templates and style guides, provided reference resources to writers, wrote boilerplate for technical products, managed substantive reviews, and performed copyediting.
- **Led complex bid teams for proposals up to \$5M 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.** Maintained central office computer equipment including FDMs, TDMs, concentrators, and switches. Trained team members on maintenance procedures and wrote training manuals.
- **Managed field service office for client base of 150.** Installed and maintained text machines and desktop computers.

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## **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 Training:** Microsoft Office Suite • Microsoft Front Page • Adobe Photoshop • Adobe InDesign • Results Based Facilitation • Toastmasters • Shipley's Proposal Writing • Creative Writing • Nonprofit Story Telling • Nonprofit Annual Reports •

## PUBLICATIONS DEVELOPED

- **Results Based Facilitation** manual: developed for Sherbrooke Consulting and Georgia Family Connection Partnership.
- **Retooling Your Newsletter:** user guide and training class developed for Georgia Family Connection Partnership.
- **The Occasional Autoharp:** music instruction book - self published.
- **Beginner's Guide to Orienteering:** online tutorial for Georgia Orienteering Club.
- **Mapper's Guide to Orienteering:** online tutorial for Georgia Orienteering Club.

## WEB SITES DEVELOPED

- **Chatt Hills Civic Association:** [www.chatthills.org](http://www.chatthills.org).
- **Chattahoochee Hills Historical Society:** [www.chattahoocheehillshistoricalsociety.org](http://www.chattahoocheehillshistoricalsociety.org).
- **Providence Baptist Church:** [www.pbcrico.org](http://www.pbcrico.org).
- **Buy Our Parks Now:** [www.buyourparksnow.org](http://www.buyourparksnow.org).
- **Georgia Orienteering Club:** [www.gaorienteering.org](http://www.gaorienteering.org) (client maintained now).

## COMMUNITY SERVICE

- **Chattahoochee Hills Civic Association:** Vice President and Communications Chair; served on the bylaws committee; support the five volunteer committees initiated by the mayor and city council.
- **Disaster Relief:** Completed training and certification for the following programs: Community Emergency Response Team, made nationally available through FEMA; Georgia Baptist Disaster Relief, certified in radio communications; and South Fulton Amateur Radio Emergency Service, licensed amateur radio operator.
- **Faith-Based Support:** Organized a committee and created a church library, managed and edited a church newsletter, and created church pictorial directory.
- **Breast Cancer Awareness:** Completed the Susan G. Komen Breast Cancer 3-Day in 2005, a 60-mile walk to raise funds and awareness for Breast Cancer. Raised more than \$2,500.
- **Music Teacher:** Developed, wrote, and self-published a music manual to teach beginners autoharp; provided free music lessons in the community.
- **Animal Support:** Rescued more than 30 cats and placed them in permanent homes.
- **Environmental:** Performed trail maintenance with the Appalachian Trail Club.

## CAREER SUMMARY

- **Early Career:** Performed clarinet in the US Army Band and managed a 12-member clarinet section.
- **Mid Career:** Installed and maintained long distance telephone equipment and service. Managed a service center and supported more than 120 customers.
- **Transition to Writing:** Completed undergraduate and graduate degrees in writing while working fulltime, then transferred from technical services to marketing within MCI in 1994. Held management positions at MCI and InterCall before transferring to nonprofit sector in 2003.