



Laurel Saville
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RESUME

WRITER, 2000 – Present

Publishing credits include an award-winning memoir, novel, design books, short fiction, and numerous feature articles and essays in national and international magazines, as well as other publications.

Corporate communications and brand strategy, freelance writing of brochures, websites, sales support materials, promotional pieces, advertising, and other collateral materials for companies across the country from start-ups to the Fortune 500.

Taught at the College of St. Rose and Western Connecticut State University's MFA program; guest speaker at colleges and conferences including AWP, Bennington College, Herkimer County Community College, and the Mohawk Valley Women's Wellness Conference.

Publishing credits include:

- Books include a bestselling and award-winning memoir, *Unraveling Anne*, a novel, *Henry and Rachel*, and *Design Secrets: Furniture, Outdoor Stonework, 100 Habits of Successful Publication Designers, 100 Habits of Successful Freelance Designers*, and *365 Habits of Successful Graphic Designers*.
- Dozens of essays, feature articles, profiles, short fiction have appeared in *Adbusters*, *The Bark*, *Dynamic Graphics*, *House Beautiful*, *The Los Angeles Times Magazine*, *NYTimes.com*, *POL/Oxygen*, and *Step Inside Design* magazines.

Jager Di Paola Kemp Design, Burlington, VT, 1997 - 2000

ACCOUNT DIRECTOR/COPYWRITER

Responsible for client relationships, strategy development, and day-to-day work flow for business-to-business and consumer products companies in a 70-person graphic design studio. Also responsible for writing various promotional materials, ads, brochures, and internal communication pieces for a wide variety of clients.

Accomplishments included increasing billings and gaining new assignments, managing pro bono work, developing strategic initiatives, developing positive team and client relationships.

Clients included the Backhill division of Burton Snowboards, Champion International Paper Co., Concept 2 Rowing, Levi Strauss & Co., Magic Hat Brewing Company, Merrell Footwear, Timex, Wall St. Journal Interactive Edition, and W.L. Gore and Associates.

KSV Communicators, Burlington, VT, 1994 - 1997

MARKETING MANAGER

Responsible for developing new business contacts and acting as primary representative for 35-person advertising, marketing, public relations, and market research agency.

Accomplishments included initiating meetings with over 100 prospective clients and opening two new geographic markets within a 24-month period.

Other activities included developing marketing plan, coordinating responses to major RFPs from government agencies and private organizations, representing agency to community and business organizations, maintaining prospect management database, creating special events for clients and prospects, developing strategic alliances with other organizations, presenting agency to prospects, participating in agency management and long-range planning.

Landmark, Burlington, VT, 1991 - 1994

PARTNER

Partner in landscape contracting and design firm catering to discerning homeowners.

Accomplishments included creating productive professional liaisons with area landscape architects, property managers, foresters and architects, developing client relations systems, and creating management systems that rewarded employees for quality and efficiency.

Other activities included financial management, long range planning, materials acquisition, landscape and garden design, marketing and client communications, and employee management and education.

Planned Parenthood of Northern New England, Williston, VT, 1988 - 1990

DIRECTOR OF EXTERNAL AFFAIRS

Responsible for public relations, education and outreach for two-state, \$5 million service and advocacy organization; managed Vermont and New Hampshire lobbyists, grassroots organizer, and group assistant.

Accomplishments included acting as organizational spokesperson to a wide range of constituencies during volatile period when anti-choice groups targeted this affiliate for protests, invasions, blockades, and other forms of violence and intimidation. Public outreach resulted in dramatic increases in donations, volunteer activity, support for issues among the public and the legislature, and increased local and national visibility of affiliate.

Other activities included crisis management, writing and producing newsletters, annual reports, fundraising letters, and other communication vehicles, speechwriting and public speaking, staff education and management, participation with other senior managers on policy setting and long range planning, budgeting and financial management, special event coordination.

Flynn Theater for the Performing Arts, Burlington, VT, 1987 - 1988

DIRECTOR OF MARKETING

Responsible for marketing events presented by historic, art deco, 1500 seat theater, including dance, music, drama, children's, and family programs.

Accomplishments included creating innovative ad campaign to build awareness and understanding of events, inaugurating the Flynn Forum, a series that brought prominent business writers and thinkers to the stage, developing cohesive look for all communication pieces, and media relations.

Other activities included development of brochures, playbills, advertisements, fundraising vehicles, conducting public and media relations, supporting efforts of program director and facilities manager, and selling advertising space in playbill.

Gill St. Bernard's School, Gladstone, NJ, 1985 - 1987

DIRECTOR OF PUBLIC RELATIONS

Responsible for public relations and communications for independent, co-educational, pre-kindergarten through grade 12, day school.

Accomplishments included creating new viewbook and inaugurating other communications vehicles, developing special events to bring visibility to school programs and policies, and achieving extensive media coverage.

Other activities included supporting efforts of admissions, guidance and fundraising staff, developing brochures, newsletters, and alumni magazines, creating new identity and institutional message for all school printed materials and communications vehicles, assisting in management and policy setting, and recruiting and orienting new personnel.

Education:

Bennington College, MFA in Creative Writing and Literature, 2004

New York University, BA, Honors Program in English Literature, 1984

Key West Writers Workshop, 1998

Wesleyan University Summer Writers Workshop, 1994

University of Vermont Summer Intensive Writers Workshop, 1993