

# Lisa Dunlap

815-520-5195 (Cell) • 815-961-8173 (Home/Office) • 815-961-8174 (Fax)  
Lisa@CorporateEncounters.com • 1617 Camp Avenue, Rockford, Illinois 61103

## summary

---

Communication professional with corporate, agency and entrepreneurial experience seeks WIN-WIN relationship in Advertising, Design, Marketing or PR.

Strategic. Creative. Resourceful. Dependable.

Happy and educated with broad experience, usable skills and a passion to succeed. Will run with the ball and build a winning team.

## skills

---

- Account Management
- Budgeting
- Client Service
- Creative Direction
- Event Coordination
- Graphic Design
- Marketing
- Media Relations
- Member Communication
- PR Planning
- Photo Editing
- Program Development
- Project Management
- Research
- Training
- Vendor Negotiation
- Website Management
- Writing & Editing

## education

---

### **Master of Arts • Communication: Public Relations**

University of Louisiana • Monroe, LA

### **Bachelor of Arts • Design: Visual Communication**

Southern Illinois University • Carbondale, IL

## software proficiency

---

Macintosh and PC Platforms: Acrobat • Excel • GoLive • Illustrator • InDesign  
PhotoShop • PowerPoint • QuarkXPress • Word

## portfolio

---

On the web at <http://www.CorporateEncounters.com/portfolio.html>

## websites

---

- <http://www.CorporateEncounters.com>
- <http://www.RockfordTennis.com>

## communication accomplishments

---

- Formed a non-profit organization called *Rockford Tennis*.
  - Developed and managed <http://www.RockfordTennis.com>
  - Met goals: increase awareness; develop community partnerships; build membership to more than 250; host year-round leagues and events; inspire other funded organizations to improve their adult programs; and, create an online resource for local tennis enthusiasts.
- Formed a sole proprietorship called *Corporate Encounters*.
  - Developed and managed <http://www.CorporateEncounters.com>
  - Designed events, logos, brochures, flyers, print ads, direct mail packets, websites, corporate sponsorship packages, annual reports, newsletters, tables, charts, graphs, forms, buttons, magnets, banners and t-shirts.
  - Wrote copy for marketing collateral, media kits, newsletters, websites and email blasts.
- Selected by public relations agency account supervisor to manage the national launch of a new, FDA-approved animal pharmaceutical.
  - Produced and pitched a video news release that reached four million consumers through 43 airings in 28 cities including New York.
  - Secured spokesperson appearances on broadcast programs that reached 700,000 listeners in 78 cities including Chicago, Fresno, San Antonio, Las Vegas and Charlotte.
  - Wrote and pitched press kit materials that reached 539,596 companion animal enthusiasts and 299,986 veterinarians.

## training accomplishments

---

- Recruited to develop and teach a senior-level public relations planning course for the *University of North Carolina* that graduating students ranked among the most valuable and challenging courses in the communication studies curriculum.
- Selected by *Alamance Community College* to develop and teach courses in advertising design, graphic design and desktop publishing.
- Asked to teach professional colleagues to use Microsoft Excel and PowerPoint.
- Selected by the *United States Tennis Association (USTA)* to present the *School Tennis Program* to physical education teachers in northern Illinois.
- Recruited to develop and direct fastpitch softball pitching camps in the United States, Italy and Peru; was assistant coach and pitching director for the team that won the *1992 NCAA Division I National Invitational Tournament*.

## employment history

---

### **Founder / Executive Director**

Rockford Tennis (Non-profit Organization) • [www.RockfordTennis.com](http://www.RockfordTennis.com)  
September 2006 – Present

### **Owner / Communication & Event Manager / Writer & Designer**

Corporate Encounters (Sole Proprietorship) • [www.CorporateEncounters.com](http://www.CorporateEncounters.com)  
August 1995 – Present

### **Public Relations Account Executive**

Trone Public Relations • Greensboro, NC  
August 2000 – July 2001

### **University Instructor: Public Relations & Business Communication**

University of North Carolina Department of Communication • Greensboro, NC  
May 1999 – December 2000

### **College Instructor: Advertising, Graphic Design & Desktop Publishing**

Alamance Community College Department of Advertising & Design • Graham, NC  
July 1999 – December 1999

### **Marketing / Community Outreach Manager**

Guilford College Center for Continuing Education • Greensboro, NC  
July 1998 – May 1999

### **Freelance Designer**

Monroe, LA and Greensboro, NC  
June 1995 – June 1997

### **Communication Manager**

Regions Bank • Monroe, LA  
December 1994 – May 1995

### **Advertising Account Executive**

Newcomer Morris and Young Advertising Agency • Monroe, LA  
Summers 1992 – 1994

### **Sports Camp Director & NCAA Division I Assistant Coach / Pitching Director**

Italy, Peru and the University of Louisiana • Monroe, LA  
Summers of 1985 – 1991 and January 1992 – December 1992

### **NCAA Division I Student Athlete on Full, Five-year Athletic Scholarship**

Southern Illinois University • Carbondale, IL  
August 1984 – May 1989

## references

---

On the web at <http://www.CorporateEncounters.com/references.html>