

Linda Sweek

A communications professional with outstanding strategic, writing and leadership skills

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SUMMARY: Communications, public relations, and marketing professional with over 30 years of exemplary experience in for-profit and not-for-profit, B2B and B2C. Responsibilities include developing strategic integrated communications + planning and implementation, overseeing budget up to \$8million, executive consulting, community and employee engagement and communications, media relations, compiling grants and proposals, fund-raising, research, administering focus groups and surveys, brand and image enhancement, writing/editing copy, advertising, crisis communication, newsletters and print production. Oversaw up to twelve direct reports and 30 dotted line, plus creative design and marketing material, web content and structure, social media implementation, video production, photo shoots, event planning and tradeshow management.

CAREER HISTORY WITH SELECTED PROFESSIONAL HIGHLIGHTS

LINDA SWEET – CONSULTANT; Milwaukee, Wisconsin 2011 to Present
Communications Strategic Planning; Project Management; Grant Writing; Employee Engagement; Writing – Articles, Press Releases, Brochures; Web Building & Content Management; Brand & Creative Development

WISCONSIN MUSEUM OF QUILTS & FIBER ARTS; Cedarburg, Wisconsin 2015 to Present

- Board of Directors – Marketing Director
- Membership Committee – Leader
- Education Committee

INTERIM POSITIONS:

HALES CORNERS LUTHERAN CHURCH & SCHOOL; Hales Corners, Wisconsin
Interim Marketing Director; 2017

- Created Strategic MarCom Plan and Employee Engagement Strategic Plan.

WISCONSIN LUTHERAN HIGH SCHOOL; Milwaukee, Wisconsin
Interim Director of Advancement Communications; 2012-2013

- Managed the writing and grant application process for numerous grants – all were awarded.
- Wrote and oversaw design of Annual Fund, annual events, and capital campaign promotional materials.
- Increased donor, alumni and community participation of multi-year capital campaign.
- Remapped and redesigned website then maintained content with CMS.
- Assisted President with 5-year Strategic Plan; strategy, surveys, communication plan, & engagement.
- Editor/writer of nine yearly magazines for alumni, donors, prospective students, community.

BLOODCENTER OF WISCONSIN; Milwaukee, Wisconsin

Interim Director, Public Relations & Internal Communications; 2011-2012

- Responsible for CEO communications as well as facilitating company-wide meetings aligned with strategic objectives.
- Assisted Philanthropy with grant writing.
- Secured several TV interviews plus featured TV segments.

HERZING UNIVERSITY; Milwaukee, Wisconsin; Global higher educational system **2010 to 2011**

Global Director of Communications & Brand Management

- Structured a Social Responsibility program. Also aligned with PR campaigns resulting in significant news coverage.
- Secured placement of high-visibility stories in national, regional and local print and TV broadcast.
- Incorporated successful digital and social media initiatives into marketing and PR campaigns.

AURORA HEALTH CARE; Milwaukee, Wisconsin; Largest health care system in Wisconsin: 30,000 employees **2007 to 2010**

Director, Internal Communications

- Assisted with development of annual strategic plan as well as supporting tools, i.e., video, brochure, key points.
- Skilled strategic consultant – assessed situation, established objectives and goals, wrote communication plan, implemented activities and tactics, oversaw timeline, and measured results. Areas included Quality, IT, Wellness, Clinical Programs, Leadership, Patient Experience, Nursing, Human Resources, Organizational Development and more.
- Raised employee engagement and leadership trust by over 20%.
- Managed daily internal news, announcements, and crisis communications.
- Increased readership of internal communication vehicles: eNewsletters by 18%, Intranet home page news by 26%.
- Conducted company-wide communications audit and numerous focus groups.

CASE NEW HOLLAND; Racine, Wisconsin; Global equipment manufacturer

2006 to 2007

Interim Global Brand Communications Manager

- Produced global brand video in cooperation with Asia, Europe, and South America contacts.
- Project manager and art director on global literature, templates, and Brand Communications Identity Guidelines.

CHR. HANSEN; Milwaukee, Wisconsin; Global dairy, food, animal health, probiotics, color ingredient company **2004 to 2006**

Manager, Communications & Public Relations – North America (USA, Canada, and Mexico)

- Launched first internal communications initiative in North America and assisted global implementation.
- Created strategic MarCom plans for corporate, and sales/marketing for the five industry divisions.
- Developed and executed annual media/public relations plan. Managed media tracking, analysis and reporting.
- Increased measured press coverage 260% (dollar value of \$1million in free publicity per year) by developing relationships with media and trade publications, distributing press kits, and scheduling frequent releases.
- Invited to write frequent articles and various contributions to 35+ publications.
- Partnered with HR to create inviting, meaningful, and branded recruiting tools.
- Conducted media tours of facilities in Copenhagen, Denmark; Milwaukee, Wisconsin; and Mahwah, New Jersey.
- Initiated 57 direct mail campaigns yearly that focused on brand and innovation with up to 26% measured response per mailing.
- Managed first global direct mail campaign with a special web sub-site to measure direct mail; plus supporting collateral including brochure, press releases, articles, and editor events.

USCS – HEALTHCARE EQUIPMENT TECHNOLOGY SOLUTIONS; Brookfield, Wisconsin; Now Fisher Scientific **1996 to 2003**

Marketing Manager/Account Manager

- Managed requests for proposal (RFP) process from receipt of bid, gathering data from sales, pricing, and engineering departments, then writing and delivering proposal on time.
- Creation of new brand and company image including new company name, guidelines, collateral, and sales support. Implemented brand launch to employees first then roll-out to customers.
- Oversaw new website design and copy that demonstrated company's services, level of expertise, and professionalism, which resulted in a major association endorsement that increased business 25%.
- Editor of four newsletters – generating story ideas, editing, writing, scheduling publications, and interviewing.
- Initiated use of press kits and visited national trade magazine editors to advance company exposure and offer services to publications. Resulted in numerous articles and quarterly column in trade publication.
- Researched and conducted focus groups, customer satisfaction and employee surveys. Compiled results and reports.

EDUCATION, MEMBERSHIPS, RECOGNITION, VOLUNTEER ACTIVITIES

- BA Professional Communications with Honors, Alverno College, Milwaukee, Wisconsin, May 2002
- Winner of Eight Academic Scholarships
- Awarded Chr. Hansen's 2005 Global Communications Synergy Award
- Wisconsin Museum of Quilts and Fiber Arts – 1) Board of Directors, 2) Education and 3) Membership Committees
- The Women's Center of Waukesha; Special Events Committee Member, as Fashion Show Event Chair Raised \$350,000
- Planned Giving Committee Member for Religious Non-Profit Organization
- Membership in Public Relations Society of America (PRSA) and in American Marketing Association (AMA)
- Alverno College – 1) Volunteer Assessor, 2) Past Teaching Assistant in Liberal Arts & Humanities
- Classroom Teacher for Junior Achievement