

Diane P. Autey
Projects Done Write
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Maple Grove, MN 55311
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SUMMARY

Well-rounded marketing communications professional with 24 years of corporate, agency and nonprofit experience. Skilled in planning, organizing and implementing results-oriented programs and projects that meet objectives on time and within budget. Strengths:

- Exceptional Organizer
- Effective Project Manager
- Versatile & Skilled Writer
- Creative Problem Solver
- Detail-Oriented
- Positive Attitude
- Zealous Work Ethic
- Intuition & Common Sense

PROFESSIONAL EXPERIENCE

PROJECTS DONE WRITE, Maple Grove, MN — 2003-Present

Marketing and Business Writer — Business storyteller specializing in success stories, articles, white papers and legacy books. Write compelling copy that sells products, services and ideas.

- Produce print and electronic marketing communication materials for companies of all sizes.
- Primary services include interviewing, writing and project management.

AEI FUND MANAGEMENT, INC., St. Paul, MN — 1993-2003

Communications Manager — Work with president and department managers to plan and implement communications designed to support the company's marketing, advertising and investor communication objectives. Supervise Communications Coordinator.

- Employee of the Year, 1998 (awarded all-expenses-paid vacation for two anywhere in the world)
- Developed print and audio-visual due diligence and marketing materials for three product lines. Planned and developed sales support materials (e.g., fact sheets, direct mail, testimonials) for AEI sales reps.
- Planned and implemented special marketing projects including corporate videos, seminar presentations, conference booths and a corporate Web site (www.aeifunds.com).

THE ST. PAUL COMPANIES, St. Paul, MN — 1989-1993

Senior Public Relations Specialist — Provided public relations counsel and services, including media relations, for assigned client departments. Editor of monthly employee magazine.

- Coordinated and edited 15-page applications for the *Working Mother* magazine survey of the best companies in America for working mothers. The St. Paul was first named to the list in 1991, and was named to the Top 10 lists in 1992 and 1993.
- Helped plan and redesign a monthly employee publication that effectively increased two-way communication and improved the frequency and content of business news.

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COURAGE CENTER, Golden Valley, MN — 1987-1989

Public Relations Coordinator — Provided counsel, planning and implementation, including media relations, for six client departments. Planned and implemented annual promotion and publicity plans for special events.

- Held interim public relations director position for 3 1/2 months, Fall 1988. Received financial bonus from marketing vice president for performance.
- Planned and implemented annual promotion of Courage Cards Program. Media exposure contributed to sales increases in 1988 and 1989.

HALL COMMUNICATIONS, Minneapolis, MN — 1986-1987

Public Relations Specialist

Responsible for new business development. Provided public relations counsel, planning and implementation for advertising clients.

- Planned, researched and wrote 35-page manual to be used by volunteers in 2,000 cities.

EBENEZER SOCIETY, Minneapolis, MN — 1984-1986

Public Relations Assistant

Assisted public relations director with planning and implementing internal and external communications, including media relations and advertising.

- Developed and coordinated a network of contacts for company publications, improving the flow and quality of information between the corporate office and outlying facilities.

EDUCATION

St. Cloud State University, B.S., Mass Communication—public relations and advertising
Minors in Speech Communication and Graphic Design

AFFILIATIONS

North Hennepin Area Chamber of Commerce, 2003 - present

Service to the Chamber Award 2008; **Small Business of the Year** 2006; Board of Directors, 2007-2011; Business Education Partnerships Committee, 2003 - present; Founded Noon Business Networking Group in 2004

District 279 Foundation (Osseo Area Schools), 2008 - present

Board of Trustees, 2008 - 2011

American Society for Training and Development, 2007 - present

Chair, Entrepreneur Special Interest Group; Member, Communications Committee

North Hennepin Community College, Continuing Education

Instructor, Business Writing Class, 2007

American Marketing Association, 1999 - 2004

Board of Directors, 2000-2003; Director at Large-Collegiate Relations; Vice President, Marketing Communications Committee; Assistant Vice President, Marketing Communications Committee

Toastmasters International, 1999 - 2003

Competent Toastmaster (CTM) designation, March 2001

Public Relations Society of America, 1984 - 1996

Accredited Public Relations (APR) designation, July 1991; Board of Directors, 1994-1995; chair of Accreditation and Student Relations committees; served on Professional Placement, Member Services and Special Interest Roundtables committees.

PORTFOLIO AND REFERENCES

Available Upon Request