



LORI MATTERN

DIGITAL MARKETING & COMMUNICATIONS SPECIALIST

CONTACT

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EDUCATION

OHIO STATE UNIVERSITY
Columbus, OH
M.S. Natural Resources

PURDUE UNIVERSITY
West Lafayette, IN
B.S.E. Applied Mathematics

SKILLS / EXPERTISE

- E-Newsletter Publishing •
- Email Marketing •
- Email List Management •
- Website Management •
- Social Media Management •
- Social Media Graphics Creation •
- Copywriting/Editing •
- Technically Savvy / Quick Learner •

ABOUT ME

I'm a digital marketing and communications professional focused on helping small business owners, solopreneurs, and nonprofits effectively market their organizations online. I consider myself a Jill-of-all-trades with experience in online copywriting, website management, e-newsletter publishing, email marketing, and social media management.

TECHNICAL SKILLS

- **Email Marketing/E-Newsletter Publishing:** MailChimp, AWeber, 1ShoppingCart, ActiveCampaign, GetResponse, InfusionSoft, Constant Contact
- **Social Media:** Facebook, Twitter, LinkedIn, Pinterest, Hootsuite
- **Web Design/Development:** WordPress, HTML/XHTML, CSS
- **Miscellaneous:** Canva, SEO

EXPERIENCE

OWNER | SIDEWAYS COMMUNICATIONS
Indianapolis, IN

2007 - present

Currently supporting several small business clients with their digital marketing and communications needs, as well as providing subcontractor services for a digital marketing and design firm. Tasks I've handled for clients include the following:

- Create and publish e-newsletters
- Set up email automations
- Manage social media accounts
- Make edits to WordPress websites
- Create social media images

**GIS ANALYST/INFORMATION MANAGER |
MANOMET CENTER FOR CONSERVATION SCIENCES**
Plymouth, MA

2000 - 2004

- Designed, developed, and managed Internet-enabled GIS applications and website for regional conservation planning project
- Designed and wrote user guides and tip sheet for map viewers on website
- Interacted with potential users of website to obtain feedback on usability and needs
- Wrote status reports for grant organization
- Designed and produced maps for publications, presentations, and posters

GIS SPECIALIST | U.S. GEOLOGICAL SURVEY
Columbus, OH

1997 - 2000

- Developed and managed GIS database for water quality assessment program
- Produced maps for reports, presentations, and posters