



ROBYN RUDISH-LANING

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PR professional knowledgeable in nonprofit, retail, B2B & B2C marketing & communications; skilled in content marketing, writing, email marketing & communications strategy & execution to connect with audiences.

EXPERIENCE

SC COUNCIL ON COMPETITIVENESS

The SC Council on Competitiveness is a nonpartisan, business-led nonprofit that works to connect & strengthen SC's industry clusters.

Communications Coordinator | November 2015 - Present

- Plan and execute approximately 20 events, conferences or meetings a year for the Council's three initiatives, including SC Aerospace's annual South Carolina Aerospace Conference and Expo, which attracts more than 500 attendees.
- Increased fundraising, social media engagement, email open rate & event attendance through targeted marketing & PR efforts.
- Increased media mentions by positioning the Council's CEO & initiative directors as thought leaders & experts.
- Work directly with the Council's CEO and industry cluster directors to monitor industry trends, legislation and policy and to develop and market research relevant to South Carolina's industry clusters.
- Defined strategic goals & implemented strategies to increase the Council's growth, including launching a new industry cluster initiative.

PRETTY LIVING PR

Pretty Living PR is an independent boutique PR firm that works primarily with lifestyle & fashion brands to build strategic communications plans.

Freelance PR Assistant | July 2014 - January 2016

- Created customized, actionable communications strategies for clients based on business goals & objectives.
- Consulted on press outreach, social media management & complete marketing & PR strategies.
- Secured my own clients by building relationships with local contacts & pitching my expertise & services.
- Increased Pretty Living's brand awareness through blogs, social media & client outreach.

OTHER ORGANIZATIONS I'VE WORKED WITH

9/11 Tribute Museum | Make-A-Wish® Greater Pennsylvania and West Virginia | The Duquesne Duke

For additional information, please visit my LinkedIn page at [linkedin.com/in/robynmrl](https://www.linkedin.com/in/robynmrl).

EDUCATION

DUQUESNE UNIVERSITY

Master of Science

Media Arts & Technology

May 2013

Bachelor of Arts

Public Relations

August 2011

CERTIFICATIONS | COURSES

HubSpot Email Marketing Certification

HubSpot Content Marketing Certification

Shonali Burke's Social PR Apprentice Master Course

Nonprofit Marketing Guide Accelerator courses

VOLUNTEER WORK

PUBLIC RELATIONS SOCIETY OF AMERICA

SCPRSA

2017 VP of Communications

PRSA'S NEW PROFESSIONALS SECTION

2017 Programming Co-Chair

AWARDS

2016 SCPRSA Volunteer Service Award

2013 Keystone Student Press Award

2013 Outstanding Contributions to *The Duke*

2011 Excellence in Journalism & Multimedia Arts

EYENAVISION

Eyenvision is a B2B/B2C optical product company with three unique brands under its corporate umbrella, best known for its Chemistrie magnetic lenses.

Marketing Coordinator | November 2013 - September 2015

- Planned and coordinated three successful appearances at Vision Expo East and West, an international eyewear trade show hosted in Las Vegas and New York City.
- Managed relationships with outside vendors, including printers, web developers, photographers, trade show vendors to ensure continuity in products and services.
- Increased brand visibility, media mentions & sales for each of the company's distinct eyewear brands.
- Created & implemented marketing strategy that successfully launched one new eyewear brand & six new product collections.
- Implemented marketing & communications strategies for each brand using both traditional & digital tactics to reach our target audiences.
- Directly manage an undergraduate intern to assist with photography, websites and other communications responsibilities.

NOVUM PHARMACEUTICAL RESEARCH SERVICES

Novum Pharmaceutical Research Services is a contract research organization focused on Phase 1 clinical trials conducted at its three sites.

Marketing Assistant | May 2012 - November 2013

- Increased new patient sign-ups through a new referral program, a redesigned website with online sign-up form & community outreach strategy at all three study locations.
- Increased patient retention with new information materials.
- Implemented marketing strategy to successfully open a fourth study location.
- Created and maintained Facebook and Twitter accounts for Novum's study locations, in accordance with IRB regulations.

SKILLS

Website Development

Adobe Creative Suite

Media relations

Graphic Design

Wordpress

AP Style

HTML

SEO