

## LORI JACOBS

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### MARKETING & PROMOTIONS PROFESSIONAL

#### Professional Summary

A results oriented leader with proven track record in business development with a marketing approach focused on producing results. A positive, high energy individual, who spearheaded the implementation of corporate objectives with marketing strategies, to expand company image, awareness, and visibility. Identified target markets and created tools to maximize return on investments.

#### Professional Experience

##### Quality Inspection Services, Inc.

Buffalo, NY

07/06 – 5/09

##### Marketing Manager

- Responsible for media, public relations, promotions, event planning and design/schedule advertising for a national company with revenues exceeding \$20 million.
- Produced commercial video spots for marketing and training utilization.
- Vendor negotiations for all marketing, including production and commercial purchasing.
- Developed public relations campaign to increase company's local, regional and national recognition. Successes included two major business newspaper articles and industry recognition as well as various listings such as "Fast Track 50", "Top 100" and "Best Places to Work".
- Developed communication materials with a variety of media, making QIS more visible nationally and within WNY.
- Co-authored two articles for National magazines, through research and communications with editors.
- Coordinated, planned company participation in all trade shows/special events, nationally.
- Organized, planned and managed special events and golf tournaments to generate business.
- Produced documentary for St. Luke's Mission of Mercy generating the largest amount of fundraising awareness in its history, as well as negotiated with television executives to air the documentary.
- Worked closely with Quality Media Services to successfully launch a new network broadcast event, televised weekly for 15 weeks.
- Personally responsible for selling out all ad-spots for new network show.
- Developed an internet based research process, uncovering new bid opportunities in the government and public sectors; following up with sales staff.
- Administrator of Customer Relations Management System – Involved with the company-wide implementation. Then developed the monitoring protocol and became the sole resource for Q&A for all divisions.
- Achieved computer proficiency; knowledge of Microsoft Word, Excel, Adobe PhotoShop and all Internet functions.

##### Nardin Academy

Buffalo, NY

09/00 – 05/04

##### Musical Theatre Teacher

- Created program teaching music and drama, culminating in a musical production for grades 6-8.
- Wrote scripts used to spotlight classes involved and coordinated with music utilized for performance.
- Directed and choreographed musical reviews, coordinating all facets of the productions.
- Organized all musical events for Nardin including outside concerts.
- Built the vocal program for grades 1-12, private and vocal/piano teacher.

**Horizon Health Services**

**Buffalo, NY**

**01/96 – 11/00**

**Clinical Supervisor/Marketing Consultant**

- Hired, trained and supervised counseling staff.
- Coordination and implementation of marketing, arranged presentations for referral sources.
- Trained support staff to more effectively service clients and counseling staff.
- Developed procedures for more effective services in coordination with state regulations.
- Managed a caseload of forty individual clients, including counseling and treatment planning.
- Tracked managed care benefits.
- Coordinated care with mental health and vocational services.
- Group educator and facilitator.

**Self-Employed**

**Los Angeles, CA; Miami, FL**

**09/88 – 06/06**

**Entertainer/Teacher**

- Actress in a variety of musicals.
- Composer and performer of original material.
- Lead vocalist, dancer and manager for Norwegian Cruise Line.
- Created solo act performed in the Miami area.
- Taught private voice and piano and created a summer musical theatre program for students.

**Education** Bachelor of Fine Arts, State University of New York at Fredonia  
NCADD Certification in Counseling

**REFERENCES ATTACHED**