

# Laura Dugan

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## Desired Positions

- ◆ Senior Communications Specialist, Editor, Writer, Communications Consultant, Creative Writer, Marketing/Communications Specialist, Communications Coordinator, Social Networking Administrator, Social Media Administrator, Marketing Coordinator, Media Writer, Blogger

## Key Skills

- ◆ Writing, editing, health care communications, social networking, media, marketing, website administration, publishing, branding, InDesign, PhotoShop, web content management

## Experience

- Mar-Len Environmental, Inc., **Freelance Editor** 12/09 – present
- ◆ Editing, formatting, and reviewing documents for typographical, grammatical, and layout errors
- IFMC, **Sr. Marketing/Communications Specialist** 1/08 – present
- ◆ Writing, editing, and graphic design of communications materials, including press releases, website content, e-newsletters, and print materials
  - ◆ Creating marketing and communications plans and coordinating plan implementation
  - ◆ Marketing support for director of federal capture in pursuit of new business
  - ◆ Administrating several websites, including providing input into site layout and posting, approving, and publishing content; ensuring all content complies with 508 compliance standards
  - ◆ Recipient of eight SAM (Sure Am Motivated!) Spirit Awards. SAM Awards are given from one employee to another for “celebrating the qualities of teamwork, communication, accountability, fun, and customer service”
- TMF Health Quality Institute, **Communications Specialist** 4/07 – 1/08
- ◆ Writing and editing of communications materials, including website content, e-newsletters, and print materials
  - ◆ Participating in communications planning
  - ◆ Supporting business development activities
  - ◆ Member of Home Health Quality Improvement Organization support center (HHQIOSC) as a member of Technical Expert Panel
- Quality Insights of Pennsylvania, **Communications Specialist** 3/05 – 3/07
- ◆ Writing and editing of communications materials, including website content and print materials
  - ◆ Assisting with website administration
  - ◆ Acquiring copyright permission for various publications
- Capitol College, **Admissions Representative** 6/01 – 3-05
- ◆ Processing applications, transcripts, and making admissions decisions
  - ◆ Developing marketing materials, advertisements, and html e-mails
  - ◆ Participating in re-branding efforts, including developing a new tagline for the college: “Educate. Innovate. Inspire.”

- ◆ Providing technical assistance to reporters
- ◆ Passed the headline and editing portion of the Post's copyediting exam

## Education

- ◆ Towson University – Towson, MD  
MS in Professional Writing, May 2005
- ◆ Capitol College – Laurel, MD  
BS in Software and Internet Applications, May 2003

## Publications/Scholarly Activity

- ◆ The Harrisburg Patriot-News, November 8, 2009  
Article published, "Confessions of a TV-aholic: Has my brain turned to mush?" on the front page of the Review & Opinion section.
- ◆ Mid-Atlantic Popular and American Culture Association, October 31, 2008  
Abstract was accepted for presentation at the regional conference in Niagara Falls, Canada. Presented paper titled "From Fantasy to Reality: A Disney Princess Grows Up" focusing on gender roles in the movie *Enchanted*.
- ◆ Home Health Care Management & Practice, Vol. 20, Num. 2, February 2008  
Co-author of "Patient Emergency Planning & Telerriage: The ACH Reduction Connection," success story author for four additional articles, and editor of "Communicating With Physicians: How Agencies Can Be Heard."
- ◆ The Harrisburg Patriot-News, March 23, 2006  
Article published, "Here's a fict-actual account of a real cool woman" in the "On My Mind" section of the Editorial page.
- ◆ The Harrisburg Patriot-News, October 27, 2005  
Article published, "Here's my list of backup careers" in the "On My Mind" section of the Editorial page. Article was read on the air on 105.7 The X in Harrisburg, PA.
- ◆ The Harrisburg Patriot-News, July 21, 2005  
Article published, "So what do you talk about over the Internet? Stuff." in the "On My Mind" section of the Editorial page.
- ◆ The Harrisburg Patriot-News, February 10, 2005  
Article published, "If I were like Dave Barry, I'd finally get to..." in the "On My Mind" section of the Editorial page.
- ◆ Mid-Atlantic Popular and American Culture Association, November 6, 2004  
Abstract was accepted for presentation at the regional conference in Buffalo, NY. Presented paper titled "The West Wing: An Analysis of Presidential Censure."
- ◆ The Harrisburg Patriot-News, September 30, 2004  
Article published, "Confessions of a Movie Addict," in the "On My Mind" section of the Editorial page.