

DAWN M. PETERS

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PROFILE

Results-driven **Writer, Marketing and Communications Professional**. Specializes in writing and producing high quality communications that build brands and enhance images. Consistently successful in developing business growth strategies, directing effective marketing and public relations campaigns that drive revenue growth. *M.S.- Marketing Analytics*.

Areas of Expertise

- **PR, Marketing & Writing**
- **Strategic Alliance Negotiations**
- **Branding, Positioning & Image Building**
- **Instructional Program Delivery**
- **Marketing & Advertising Strategy Design**
- **Multifunctional Team Leadership**
- **High-Profile Event & Campaign Management**
- **Customer Relationship Management**

PROFESSIONAL ACHIEVEMENTS

PETERS COMMUNICATIONS

Billerica, MA

PR Consultant

2008 - Present

Public Relations Leadership

- Publicize scientific and medical studies published in scholarly journals through news releases and direct media communications.
- Specialize in communication of medical and scientific research for the lay audience.
- Generate exposure for clients with national and international print, broadcast, and online media including *The New York Times*, *Reuters*, *Health Day News*, *Science Daily*, and *UK Press Association*.
- Produce high quality public relations campaigns on time and in budget.

BCC RESEARCH

Wellesley, MA

Marketing Director

2006 - 2008

Corporate Leadership

- Directed marketing of 100 market research reports and technical publications to businesses across 19 industries for this b2b start-up operation following a merger.
- Hired, trained, supervised and built a strong marketing group of up to 10.
- Created an infrastructure, developed a marketing plan, instituted best practices and built a strong database, generating increased revenues of 17-20% annually.
- Leveraged new technology producing a ROI of 9.6 in 3 months.
- Negotiated contracts with international vendors containing \$717K budget costs.
- Designed a new logo, website and web ads creating a more effective brand identity.
- Wrote new copy for ads, direct mail letters, brochures, catalogs, post cards, reports, executive bios, product benefits sheets and backgrounders for sales presentations.
- Launched a successful weekly email marketing program that produced new leads.

Promotional & Technical Writing

BLACKWELL PUBLISHING

Malden, MA

Public Relations Manager, Global Corporate Communications

2003 - 2005

Corporate Leadership

- Built a public relations infrastructure to support 1,000 employees world-wide for the largest society publisher of scholarly publications.
- Increased monthly clippings an average of 100% and received coverage in *The New York Times*, *The Wall Street Journal*, *The Boston Globe*, *The Age*, *The Guardian*, *The Independent*, *ABC.com*, *MSNBC* and other web-based news agencies.
- Created discipline-based PR initiatives, positioning company as publishing experts in gastroenterology, cardiology, neurology and neuroscience.
- Established a press room, media database and managed media relationships.
- Provided expertise as member of the Association of American Publishers, Professional Scholarly Publishing Division PR Task Force: collaborated on raising industry profile; sharing best practices and developing a web-based information resource.
- Created PR Brief, a companywide newsletter used as a training and PR tool.
- Developed and led a consultative PR training program on best practices for corporate marketers as a value added service to clients; program was rolled out throughout US.
- Orchestrated 3 Blackwell Executive Seminars annually for journal editors and society executives: doubled attendance and positioned seminar as a key stakeholder event.

Public Relations Leadership

Educational & Training Programming

PROFESSIONAL ACHIEVEMENTS

Continued

CAMBRIDGE HEALTHTECH INSTITUTE (CHI) Newton Upper Falls, MA
Director of Marketing 2000 - 2002
Marketing Manager 1997 - 2000

*Educational
Corporate
Leadership*

- Directed successful marketing strategies for a company delivering 50 global biomedical conferences, exhibits and 12 publications each year for academic, pharmaceutical, information technology, government and biotechnology industries.
- Directed advertising, direct mail, e-marketing and public relations efforts that increased visibility, created branding and positioned company as an industry leader.
- Collaborated as member of the senior management team on visioning, short and long-term strategic planning and problem solving.

*Marketing & PR
Management*

- Managed a \$1.1M budget and built the marketing group from 3 up to 12: hired, trained and supervised individual staff to increase effectiveness and productivity.
- Established conference branding program that increased revenues 40%.
- Recognized for branding the Genome Tri-Conference.
- Increased sales \$25,000 in 12 months and \$70,000 in 24 months with list rentals.
- Instituted an online newsletter as a marketing and relationship development tool.

*Public Relations
Management*

- Built PR component into events: recognized for bringing in 50 media outlets, writers, publishers and PR professionals to write about the events and topics.
- Negotiated strategic alliances with key industry publications valued at up to \$85,000.
- Directed development of an e-commerce website, increasing online registrations 23%.
- Created a customer relationship management system of 250,000 contacts: instituted benchmarks, developed procedures and turned the database into a critical tool.

FLORALESSANCE, INC. North Reading, MA
Co-Owner, Business and Marketing Consultant 1994 - 1997

- Founded full-service florist and gift shop with average monthly sales of \$10,000.

ORGANIZATIONAL DYNAMICS, INC. (ODI) Burlington, MA
Direct Marketing Manager, Marketing Operations Department 1992 - 1994
Project Leader, Client Relations Coordinator 1990 - 1991

- Managed direct mail projects for a TQM product and services consulting company.
- Received 6 Quality Awards and 3 consecutive nominations for Employee of the Year.

COMMUNITY LEADERSHIP

- **Mentor**, Bentley University Alumni Mentoring Program.
- **Team Captain**, Patsy's Pals: recruit and manage annual fundraising teams of up to 75.
- **Board Member**, Lupus Patient Advisory Board, Brigham and Women's Hospital.

EDUCATION

BENTLEY UNIVERSITY Waltham, MA
Master of Science in Marketing Analytics 2002
Bachelor of Science in Management; Minor in Marketing 1990

TECHNICAL SKILLS

- **Computers:** PC and Macintosh platforms, Custom Marketing Database, Microsoft Office Suite.
- **Total Quality Management:** Influence Without Authority, Performance and Process Management, Quality Action Teams, The Quality Advantage, Voice of the Customer.