

SKILLS

Marketing + Communications
Strategic + Tactical Planning
B2B + B2C Marketing
Trade Show + Event Planning
Industry Focused Marketing
Project Management
Copywriting + Desktop Publishing
Digital + Traditional Promotions
Website Creation + SEO
Identity Creation + Branding
Social Media Marketing
ROI Analysis
Recruiting + Job Placement
Negotiating
Background Checks

TOOLS

Microsoft Office Suite
PowerPoint – Highly Proficient
Photoshop + Canva + Publisher
Linked In + Instagram + FB
Indeed + CareerBuilder + Glass Door
Constant Contact
Google Analytics
Google Business + Yelp
Dropbox + Google Docs
CRM Software
Printify + Shopify
Zoom + Skype

EDUCATION

Kansas State University
Bachelor of Science, Interior Design

INTERESTS

Community Service
Fundraising
Traveling
Art + Architecture
Repurposing + Recycling

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Overland Park, Kansas

Lori Jorgensen

MARKETING + PROJECT MANAGEMENT + TALENT ACQUISITION

KindlySoul rebranded in 2024 from PSC Resources, Overland Park, KS

[kindlysoul.com/marketing](https://www.kindlysoul.com/marketing)

Marketing + Project Management + Talent Acquisition, 2016-Present

- Strategic Business and Marketing Planning for B2B and B2C.
 - Marketing and Communications
 - Identity creation and branding
 - Digital and traditional marketing promotions
 - Social media and email marketing
 - Copywriting, desktop publishing, and graphic design, including digital content, advertising, business plans, RFPs, collateral, and resumes.
 - Website Design, Copywriting, and Development
- Corporate Recruiting, Interviewing, and Job Placement:
 - Skilled in communicating with all levels in an organization.
 - Collaborates with the client's HR, management, and technical departments to define job requirements; identifies the company and staff's culture to find a candidate with a demeanor that will fit well, to ensure job satisfaction, and to decrease turnover.
 - Research positions and job market; create search plans; write and post job descriptions.
 - Review, screen, and interview candidates.
 - Perform extensive background checks on candidates.
 - Negotiate salary, benefits, and employment terms.
 - Specializing in the placement of IT personnel, Engineers, and Executive Management, including CFO, CIO, and CTO.

LAJ Consulting, Overland Park, KS

Marketing Consultant + Recruiter, 2003-2016

- Identity Creation and Branding for B2B and B2C.
- Creation of Digital and Traditional Marketing Promotions.
- Website Development, Design, and Content Management.
- Copywriting, Desktop Publishing, and Graphic Design.
- Project and Event Management.
- Corporate Recruiting and Job Placement.

Subject, Wills & Company, Oak Brook, IL Now SWC Technology Partners: [swc.com](https://www.swc.com)

Marketing + Communications Manager, 2002-2003

- Marketed B2B e-business and security software.
- Participated in company-wide strategic planning.
- Developed and managed marketing plan and budget.
- Managed regional, integrated marketing programs; Developed targeted lead generation initiatives including digital marketing, direct mail, online promotions, telemarketing, and advertising.
- Researched trade shows and speaking opportunities; Managed logistics; Created campaign strategies to increase exposure to qualified prospects.

Subject, Wills and Company *continued*

- Provided lead reporting and ROI analysis of marketing campaigns.
- Worked closely with Microsoft, Hewlett-Packard, and Symantec to plan joint marketing initiatives.
- Writing and graphic design of digital and traditional promotions, collateral, press releases, e-newsletters.

Smith, Bucklin and Associates, Chicago, IL smithbucklin.com

Group Marketing Manager, 2001

- Managed eight individuals to implement marketing services for three volunteer-run technology user group accounts.
- Provided marketing oversight and direction for the International Oracle Users Group, Encompass, and the Catia Operators Exchange.
- Oversaw all membership marketing: conferences, trade shows, events, and traditional/digital promotions.
- Developed the marketing plan for IOUG-A Live!, an international conference for 3,000 members.

Intentia Americas, 1992-2001 Now Infor: infor.com

Senior Marketing Programs Specialist, 1998 – 2001, Schaumburg, IL

- Marketed B2B MOVEX Enterprise Resource Planning (ERP) software comprised of Supply Chain Management (SCM), Advanced Production Planning (APP), Forecasting, Manufacturing, Logistics, Purchasing, Inventory Control, Sales, Customer Relationship Management (CRM), Warehousing, and Distribution.
- Developed and managed North American integrated marketing programs and budget.
- Worked with marketing team and design agencies to execute lead generation campaigns using advertising, online promotions, direct mail, telemarketing, and public relations.
- Participated in international meetings addressing marketplace positioning.
- Marketed to manufacturing and distribution industry verticals including Sewn Goods (Apparel, Footwear and Home Fashions), Food and Beverage, Life Sciences (Pharma), Paper, and Industrial.
- Increased global visibility by researching and selecting various online sites, tools, and advertising. Managed content on the North American portion of the company website.
- Selected and negotiated advertising with national print and online publications.
- Managed the IBM business partner relationship by pitching initiatives, running lead generation programs, and providing financial reporting for national joint marketing initiatives.
- Managed trade events: researched and selected events, handled logistics, and created a tactical plan for each event.
- Performed desktop publishing and graphic design for digital and traditional promotions, including national magazine advertisements, online banners, direct mail, collateral, newsletters, and presentations.

Marketing Specialist + Web Designer, 1992-1998, Lenexa, KS

- Marketed B2B Business Planning and Control System (BPCS) software; BPCS provided Enterprise Resource Planning (ERP) for Manufacturing and Distribution companies; BPCS utilized the iSeries / AS/400 platform.
- Developed regional direct mail and telemarketing programs for lead generation and public relations.
- Selected trade events, handled logistics, and managed booth.
- Designed, wrote, and did graphic design for the company's first website; worked with IT to develop the site and did some of my own HTML coding.
- Selected search engines and websites to promote the company and increase traffic to the corporate site.
- Performed desktop publishing, graphic design, and editing of newsletters, brochures, direct mailers, case studies, white papers, posters, and audiovisual presentations for sales and marketing promotions.
- Worked closely with the sales force to develop customized presentations and RFP responses.

Life Mission: To demonstrate and encourage others to be grateful, kind, and to volunteer their time and skills to make the world a better place.