



Dawn Doerr

Senior Marketing Communications Consultant

Position with Firm

2023–present ***Senior Marketing Communications Consultant.*** Develops custom marketing and communications strategies and plans. Turns complex policy issues into creative, engaging, and understandable client deliverables and identifies client communication opportunities. Manages project timelines and budgets and contributes to new business development through client engagement and outreach.

Previous Professional Experience

- 2012–2022 ***Marketing Communications Consultant, Contractor,*** Lansing, Michigan. Developed and implemented marketing communications strategies across various traditional and digital channels, including print communications and advertising; social media and digital advertising; email marketing; and website development, design, and editing. Translated complicated information into clear, compelling content. Managed projects for a wide range of clients in government affairs, publishing, education, and nonprofit organizations.
- 2010–2013 ***Communications Manager, Michigan House of Representatives,*** Lansing, Michigan. Managed state-wide media relations and communications campaigns for numerous state representatives, including press releases, speeches, whitepapers, press conferences, and media training.
- 2009–2010 ***Communications Manager, Arts Council of Greater Lansing,*** Lansing, Michigan. Planned, created, and managed production of detailed reports and publications. Executed email marketing campaigns. Assisted with event and meeting planning.
- 2006–2007 ***Media Relations Specialist, Blue Cross Blue Shield of Michigan,*** Lansing, Michigan. Wrote, distributed, and tracked press releases and content for executives and regional sales team, managed media reports.
- 2002–2006 ***Communications Coordinator, City of East Lansing,*** East Lansing, Michigan. Managed communications department budget, project calendars, and internship program. Built relationships with local media to increase communication between the city manager, city administrators, boards, and commissions, City Council, other city officials, and residents.

Wrote and distributed press releases and organized press events. Developed, designed, wrote, and managed production and mailing of newsletters, magazines, and annual reports. Created website content.

2001–2002 **Staff Writer, Mott Community College**, Flint, Michigan. Managed editorial content, interviews, and production of newsletters and advertisements in collaboration with other team members. Wrote press releases, maintained media list, and assisted with media relations.

2000–2001 **Marketing Communications Coordinator, Meritor, Inc.**, Troy, Michigan. Managed marketing and communications projects, advertising campaigns, and media relations. Coordinated convention booths and press events.

1997–2000 **Assistant Editor, Michigan State University College of Osteopathic Medicine**. East Lansing, Michigan. Responsible for editorial calendar, articles, advertisements, and collaboration with others on graphic design and photography for alumni magazine. Coordinated press releases.

1996–1997 **Communications Coordinator, Michigan Osteopathic Association**. Okemos, Michigan. Assisted with communications projects promoting osteopathic medicine. Collaborated on redesign and production of member publications and conference materials.

Education Michigan State University, BA in Journalism
Michigan State University, MA in Critical Studies in the Teaching of English

Technical Skills

- Microsoft Office
- Adobe Creative Cloud
- Mailchimp, Constant Contact, Hootsuite