ANN-MARIE SEDOR

1273 Seabright Drive • Annapolis, Maryland 21409

240.505.0966 • amsedor512@gmail.com

CAREER SUMMARY

Twenty years of experience in corporate marketing, communications, and graphic design with a focus on promoting brand visibility by developing innovative strategies using paid, earned, shared, and owned media

PROFESSIONAL SKILLS

- Microsoft Office (Word, Excel, PowerPoint, Outlook), Google Apps for Work (Gmail, Calendar, Docs, Sheets), Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver), SalesForce, Smartsheet and Basecamp
- HTML5, CSS, content management systems (CMS) including Joomla!, WordPress, Squarespace and Agency of Record
- Facebook, Twitter, Constant Contact, LinkedIn, Instagram, YouTube, Pinterest, HootSuite, bit.ly, GlassDoor, Robly
- Google Analytics, Bing Webmaster Tools, Yelp, Facebook Ads, SEO
- Expert writer, editor and proofreader with knowledge of *AP Stylebook* and *Chicago Manual of Style*

EXPERIENCE

Righttime Medical Care/The Pediatric Group/ Crofton, Maryland
HeadFirst Sports Injury & Concussion Care September 2013 – Present and October 2011 – October 2012
Marketing and Communications Manager

- Direct all corporate branding and marketing strategies for urgent care company with 15 locations, concussion clinic with 11 locations, and pediatric practice with three offices using targeted messaging on paid, earned, shared and owned media
- Write press releases, web content and articles, and obtain CEO interviews with local and regional media outlets
- Create and manage online content, messaging calendar, website, digital and print advertising and email marketing
- Monitor social trends and leverage SMEs and thought leaders to become trusted informational sources
- Identify USPs and develop KPIs
- Lead media buys and identify sponsorship opportunities
- Created corporate press kit, including copywriting and design
- Managed staff tasks, career development goals and salary-based performance reviews
- Developed all content and branding for corporate 25th anniversary website

Baltimore Washington Medical Center Glen Burnie, Maryland
Manager, Marketing and Communications October 2012 – March 2013

- Led staff of three to plan and execute comprehensive strategic communications plan for 300+ bed regional medical center
- Developed multi-channel corporate marketing plans for hospital centers of excellence and physician practices
- Wrote and edited press releases, brochure and newsletter copy, web content and articles
- Coached and evaluated staff to develop productivity and confidence
- Led public relations campaign for new prenatal program and received articles in five print and online publications
- Chosen as charter member of patient safety committee to develop guidelines, criteria and review procedures; also served as a member of employee morale and environmental awareness committees
- Increased Facebook “Likes” by 50 percent in four months

Homestead Gardens, Inc. Davidsonville, Maryland
Marketing & Brand Manager April 2006 – October 2011

- Promoted the products and services of a four-division company to the public and industry professionals through print, electronic and social media outlets using brand-building strategies focused on consumer buying trends and new products
- Expanded sales using targeted multi-channel approach, including direct mail, print and digital advertising and opt-in emails
- Wrote and edited press releases, website copy, news articles and social content
- Supported special projects including community outreach, co-op advertising, trade shows and partnerships
- Redesigned the quarterly retail store magazine
- Directed the creative promotion for the grand opening of a second retail outlet

AMVETS (American Veterans) Lanham, Maryland
Publications Manager / Webmaster / Interim Editor May 2000 – April 2006

- Provided art direction for 48-page, four-color, quarterly member magazine with circulation of 235,000 and served as point of contact for all related vendors, including freelance writers, photographers and printing company
- Edited and designed 20+ annual organizational publications (committee and annual reports, legislative goals, etc.)
- Managed 100+ page national website, to include all designing all web graphics
- Wrote national press releases, speeches, legislative testimony and served as spokesperson as needed
- Designed and launched monthly e-newsletter, media kit, flagship recruiting brochure and companion posters
- Taught website development seminar for convention attendees, which included researching and writing all materials
- Promoted national conventions to local press and served as interim event planner to organize three leadership meetings
- Created five consecutive annual organizational reference CD-ROMs for members featuring dynamic (interactive) PDFs
- Launched website for national young veterans symposium, including creating interactive forms and survey

Quota International, Inc. Washington, D.C.
Communications & Program Manager February 1997 – February 2000

- Designed ten annual organizational newsletters as well as brochures, logos and promotional items
- Oversaw communications and activities for three volunteer committees
- Served as staff liaison at annual convention and semi-annual board meetings
- Created child mentoring/anti-drug grant program for local chapters
- Developed and wrote leadership training materials and member feedback programs
- Assisted with organizing three international conventions, including registrations, educational sessions and tours

Eagle Newspapers Syracuse, New York
Marketing & Advertising Assistant July 1995 – August 1996

- Designed ad rate cards, promotional flyers, media kits, testimonial ads and reader contests
- Developed series of 14 media seminars to teach public relations to local nonprofits, schools and agencies
- Wrote special section feature stories and bimonthly articles covering local town board meetings

EDUCATION

State University of New York at Cortland December 1995
Bachelor of Arts, Communication Studies

- Course highlights: Media Law & Ethics, Business Communications, News Writing & Reporting, International Studies, Public Policy, one-year public relations internship with American Red Cross, op/ed writer for *The Red Dragon* newspaper

Continuing Education

- Online courses and webinars highlights: Intro to Paralegal Studies, Color Theory, Brand Loyalty, Google Analytics

AWARDS AND SPECIAL PROJECTS

Friends of Annapolis Symphony Orchestra

- Designed 50th anniversary logo, invitation and event program

Annapolis Alive! Queen Anne Ball Gala

- Designed invitation, response card and envelopes with custom die cut

Veterans Day National Committee

- Created winning design for Department of Veterans Affairs official 2005 National Veterans Day Poster

Apex Awards

- Fall 2004 cover of *American Veteran* magazine
- 2004 Silver Helmet Awards Banquet Program

Creativity 31 Design Annual

- 2001 Silver Helmet Awards Banquet Program
- Winter 2001 cover of *American Veteran* magazine

WRITING AND DESIGN PORTFOLIO AVAILABLE