LISA BROWN

CREATIVE AND MARKETING EXPERTISE

PROFILE

For over a decade, I've directed and written award-winning digital and direct mail creative – and helped raise millions of dollars – for the most accomplished national nonprofit organizations in the U.S.

EXPERIENCE

NNE MARKETING, LEXINGTON, MA | 2020-PRESENT

VICE PRESIDENT, CREATIVE

- Led the creative department in the writing, design and execution of direct marketing fundraising for eight nonprofit clients.
- Developed creative strategy for renowned national clients like Easterseals, Special Olympics, Pet Partners, American Lung Association, and others.
- Evaluated and improved creative based on data-driven insights in order to increase revenue and response.
- Achieved clients' short- and long-term creative goals and nurtured critical partnerships with each client's in-house direct marketing and digital departments.
- Pitched potential clients during the Request for Proposal process and developed spec creative to win new business.

THOMPSON, HABIB, DENISON INC, LINCOLN, MA | 2015-2020

CREATIVE DIRECTOR

- Promoted twice in three years for directing exceptional fundraising creative.
- Won more than a dozen NEDMA awards for forward-thinking creative that established new best practices in direct marketing.
- Developed strategy for creative that exceeded aggressive revenue and response goals for the top nonprofit organizations in the country, including Habitat for Humanity International, Alzheimer's Association, Feeding America, Mercy Corps, Leukemia & Lymphoma Society, Guiding Eyes for the Blind, The Fresh Air Fund, Birthright Israel Foundation, and others.
- Directed multiple teams of writers and designers to create winning fundraising materials across digital and direct mail platforms, including banner ads, google display, organic and paid facebook ads, emails, alternative print media and more.
- Presented creative concepts to both existing and potential clients, which won new business and established new controls.

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CONTRACTOR, BOSTON, MA | 2014-2015

FREELANCE COPYWRITER

- Wrote communications and sales copy for prominent Boston businesses and nonprofits, including Zipcar, Genuine Interactive, BBK Worldwide, Facing History and Ourselves, Vista Higher Learning, and others.
- Proven track record in using online, print, and social media to boost corporate and nonprofit goals.

NEADS, PRINCETON, MA | 2009-2014

DIRECTOR OF COMMUNICATIONS

- Created and implemented a communications strategy and business plan that effectively used print, online and social media to promote the NEADS mission and encouraged constituent engagement.
- Managed website transition to a new CMS platform (from Blackbaud Netcommunity to Drupal).
- Directed multiple designers, writers, artists, and printers to promote a common vision and consistent corporate branding across diverse platforms.
- Wrote and managed the production of all communications and fundraising materials, both in print and online, including the annual report, social media campaigns, brochures, appeals, newsletters, monthly eNewsletters, email blasts, and quarterly mailings.

JOHN HANCOCK, BOSTON MA | 2008-2009

COPYEDITOR

- Copyedited all print and online marketing, communications, and creative materials for the company's Boston headquarters. Maintained consistent corporate branding and style across platforms.
- Supervised two junior copyeditors and maintained creative processes for the editorial department.

AWARDS

2017 INTERACTIVE, EMAIL – FUNDRAISING/NON-PROFIT	**GOLD**
Birthright Israel Foundation; Creative Director/Copywriter	NEDMA Awards
2017 INTERACTIVE, EMAIL – B2C LEAD/ORDER GENERATION	**GOLD**
Operation Homefront, Creative Director/Copywriter	NEDMA Awards
2016 DIRECT MAIL, B2C CAMPAIGN NEDMA AWARDS	**GOLD**
Birthright Israel Foundation, Copywriter	NEDMA Awards
2016 DM ON A SHOESTRING NEDMA AWARDS	**GOLD**
Birthright Israel Foundation, Copywriter	NEDMA Awards

EDUCATION

TUFTS UNIVERSITY – MASTER OF SCIENCE | 2006
HAMPSHIRE COLLEGE – BACHELOR OF ARTS | 1999

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