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Allyson Lawless

- Objective** Ten years of experience in marketing coordination: collateral design conceptualization and implementation, web content development, client relationship management, and creation of sales support and lead generation tools. Demonstrated track record in translating marketing strategy into effective promotional materials and web design. Consistently and successfully gain buy-in from senior leaders. Skilled in leading cross-functional teams.
- Applications** Teamsite 6.0 and Microsoft Content Manager Server (web site content management apps.), PowerStation (collateral database), StepSearch (e-commerce app.), Photoshop, Microsoft Office Suite (including Publisher), Cumulus (photo database), HTML, JavaScript, FrontPage
- Experience**
- | | | |
|---|-------------------------|---------------|
| 2005 - present | Osram Sylvania | Danvers, MA |
| Communications Assistant | | |
| <ul style="list-style-type: none">▪ Manage corporate intranet, design and publish web pages.▪ Write and post internal bulletins. Publish bi-monthly newsletter.▪ Develop communications image library.▪ Track media coverage. Issue monthly impressions emails. | | |
| 2001 – ongoing | Philips Medical Systems | Andover, MA |
| Mar/Com Specialist | | |
| <ul style="list-style-type: none">▪ Manage online re-branding projects: brochures, product data sheets, and technical support materials.▪ Research, compile and update product data for e-commerce site, working with product development staff to remove inconsistencies and adhere to legal and FDA regulations.▪ Support trade shows: deliver brochures, devices, design dedicated web site, banner ads.▪ Develop secure image libraries for global marketing partners and vendors for three product lines: Cardiac Resuscitation, Patient Monitoring, Diagnostic ECG.▪ Coordinate design, voice talent and product marketing input in re-branding defibrillator demos. Write storyboards. | | |
| 1999–2001 | Syrtech Corporation | E. Boston, MA |
| Internet Project Manager | | |
| <ul style="list-style-type: none">▪ Oversaw transition of web sites from external vendor to in-house function, saving \$65,000+ annually in maintenance and design fees. | | |

- Created first intranet providing a portal to sales tools and reporting functions, human resource benefit information, shipping and inventory reports and customer ordering history.
- Designed and maintained three external web sites.

1998–1999 Bozell Kamstra Peabody, MA

Director of Web Services

- Managed client relationships and five-person web design team.
- Wrote and presented proposals.
- Coordinated web efforts with print, advertising and PR services.

1996–1998 Enterasys Corporation Rochester, NH

Communications Account Manager

- Successfully planned and implemented communications strategy for launch of major new Cabletron product family SmartSwicth 2000.
- Managed the development of collateral materials including: direct mail, brochures, customer profiles, data sheets, and web content.
- Supported trade show function: insure delivery of brochures and product, design banner ads.
- Managed the creation of resellers extranet. The portal was later upgraded to a dedicated customer e-commerce site providing, order history, shipment tracking and customer service.

Education

Merrimack College Andover, MA

- B.S., Business Administration, minor in marketing

Northern Essex Community College Haverhill, MA

- Certificate, Commercial Art/Desktop Publishing
- Graduated *summa cum laude*.

Interests

Former President of the Board for Women’s Crisis Center, former campaign finance manager for MA State Representative, participate in city zoning issues and community initiatives, gardening, sailing.