

# LAURA FIEGELIST

Marketing – Communications – Special Events

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figscommunications.com

## OBJECTIVE

Marketing and communications manager, with excellent writing and design skills, seeking an opportunity to grow a company's brand through strategic marketing campaigns and special events.

## EDUCATION

**Mercyhurst University – Erie, PA | Aug 2009–May 2013**

- B.A. in Visual Communications, Minor in Creative Writing

## RELEVANT EXPERIENCE

**Marketing & Communications Coordinator,  
Fives North American Combustion  
Cleveland, OH | Mar 2023–Present**

- Managed global marketing programs.
- Led Salesforce campaigns and social media efforts.
- Enhanced trade show presence, increasing seminar attendance and profits by 30%.

**Marketing Coordinator, Relequint  
Remote | Jan 2023–Mar 2023**

- Developed branded assets and HubSpot campaigns.

**Marketing Communications Coordinator, GED  
Integrated Solutions  
Glenwillow, OH | Nov 2017–Dec 2022**

- Managed B2B marketing programs and ads.
- Led logo and website redesign, enhanced social media and email marketing.
- Increased brand awareness and generated sales leads through trade shows.

**Freelance Website Manager  
Akron, OH | Dec 2016–Mar 2017**

- Provided technical and design support for WordPress site.

**Communications, Marketing & Special Events  
Coordinator, Habitat for Humanity of Summit  
County  
Akron, OH | Jul 2015–Aug 2017**

- Managed communications and fundraising events.
- Collaborated with Akron RubberDucks for charity initiatives.
- Led PR Committee and advertising efforts.

**Design Program Trainer, Skylight Financial  
Group  
Cleveland, OH | May 2015–June 2015**

- Trained an individual in Adobe InDesign to advance the company's brand using marketing best practices.

**Community Engagement Temp, The Sherwin-  
Williams Company  
Cleveland, OH | Jan 2015–Apr 2015**

- Assisted with event planning and execution, wrote engagement articles, and kept fundraising records.

**Internal Communications Temp, The Sherwin-  
Williams Company  
Cleveland, OH | Aug 2013–Jan 2015**

- Contributed to employee website redesign.
- Edited global communication materials.
- Designed museum displays in the Center of Excellence.

## CERTIFICATIONS & TECHNOLOGY

- HubSpot Marketing Hub
- Hootsuite
- Adobe: Photoshop, InDesign, Illustrator, Premiere Pro & Rush, Bridge, Acrobat Pro, Lightroom, Dreamweaver
- Social Media: LinkedIn Ads, Facebook Ads, Instagram, X, Hootsuite, Google Ads
- Microsoft: SharePoint, Word, PowerPoint, Excel, Publisher, Sway, Teams, Viva Engage, + more
- Website & CMS: Typo3, WordPress, Wix, Google Analytics, SEO, HTML5, CSS, FTP
- CRM & Engagement: HubSpot, Salesforce, Constant Contact, Mail Chimp, Claritysoft
- Media: digital photography, videography, PlayPlay, Canva

## HONORS & ACTIVITIES

- Window + Door Award for “Most Innovative Technology” product submission (2019)
- Glass Magazine Honorable Mention for machine photography in global contest (2018)
- Lambda Pi Eta, the National Communication Association Honor Society (2013)
- Mercyhurst University Service Honors Society (2013)
- Digital designer of *Lumen* magazine (2013)
- Advertising Manager for the *Merciad* school newspaper (2013)
- National Excellence in Leadership Award (2012)
- Sigma Alpha Pi, the National Society of Leadership and Success (2012)
- Three poetry pieces published in *Lumen* magazine (2012)
- Leadership Certification Program (2011–2013)
- Mercyhurst Public Speaking Club: President; VP of Public Relations (2011–2012)