

ELISABETH (LISA) BOERNER-POWER

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A diverse blend of high-tech client service and advertising project management experience partnered with a decade of teaching and training experience. Strong communication and marketing management skills.

PRIMARY SKILL SET:

- **WRITING**
- **ANALYZING**
- **LEADING**
- **TRAINING**
- **PUBLIC SPEAKING**
- **MARKETING**
- **RESEARCHING**
- **CONTENT EDITING**
- **PROJECT MANAGEMENT**

CONSULTING EXPERIENCE:

Writing | Training | Marketing Consultant

Elboe Consulting; Auburn, WA

- Authored a variety of documents including marketing copy, user materials and Web content
- Developed marketing solutions and supporting materials for technology clients
- Provided consulting services to large companies, smaller startups and nonprofit organizations

Advertising Project Manager

Volt Information Sciences; Seattle, WA

Consulted on an advertising project with RealNetworks

- Managed key advertising accounts and creative deliverables
- Developed expertise in advertising within online gaming communities
- Awarded for providing excellent cross-functional support and customer service to the sales team

Marketing Content Writer/Editor

Redmond Technology Partners; Bellevue, WA

Consulted on a marketing project with Microsoft's MSN team

- Edited internal and external product sell sheets for over 900 advertising products
- Wrote technical copy and product positioning statements

WORK EXPERIENCE:

Client Services Manager

InfoSpace (formerly Go2Net); Seattle, WA

- Saved more than \$80,000 by minimizing inventory conflicts and related unearned revenue
- Managed implementation, production and delivery of multi-million dollar advertising contracts
- Managed collaborative development of proposals, advertising contracts and client communication
- Awarded for exceeding goal to traffic all client campaigns within 24 hours, 98% of the time

EXPERIENCE (CONTINUED):

Account Manager, zShops

Amazon.com; Seattle, WA

- Launched a new product called zShops, a fixed-price online sales environment
- Developed strong customer service skills through a structured training program
- Generated customer excitement and interest during the launch phase of a new online product

Online Sales Coordinator

Milwaukee Journal Sentinel Online; Milwaukee, WI

- Managed advertising on the Web site for Wisconsin's largest newspaper
- Wrote advertising copy

Marketing Writer

WAER-FM, Public Radio Station; Syracuse, NY

Advertising Intern

Lenweaver Advertising+Design; Syracuse, NY

Tutor – Statistics, Logic, Ethics and Advertising

Syracuse University Football Team; Syracuse, NY

Staff Writer, Assistant Producer & Research Assistant

WNMU-TV&FM, Public Broadcasting; Marquette, MI

On-Air Personality & DJ

WMQT-FM, Adult Contemporary Radio; Marquette, MI

TEACHING EXPERIENCE:

Courses: Intro to Marketing, Marketing Management (MBA program), Technical Communication, Professional Writing, English Composition, Public Speaking, Ethics, Critical Thinking, PC Applications, Microsoft Office 2000, Law and Ethics for Television, Radio and Film (TA)

- Developed courses, lesson plans, related presentations, assignments, and exams
- Evaluated and selected textbooks and supplemental learning materials for classroom use
- Certified to develop and teach online courses for Washington State community colleges
- Established track record for positive student and peer feedback

Professor - DeVry University; Federal Way, WA

Instructor (Part Time) - Renton Technical College; Renton, WA

EDUCATION:

M.S. Degree; Advertising

S.I. Newhouse School of Public Communications, Syracuse University

B.S. Degree, Cum Laude; Mass Communication and Political Science

Northern Michigan University

PROFESSIONAL MEMBERSHIPS

- American Marketing Association
- Association for Business Communication