

LAURA STADLER

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Marketing Communications and Public Relations

EXECUTIVE SUMMARY

Strategic marketing communications and public relations professional with over 15 years of domestic and international experience. Specialize in helping organizations build, strengthen and protect their reputations and brand identity. A highly skilled communicator and writer with a proven track record devising content and programs, managing teams and producing results while always driving business growth. Industry specialties include consumer electronics and semiconductor, media and telecom, financial services, health/wellness, hospitality and lifestyle (B2B and B2C). Published author/journalist writing for print and online media and non-fiction books.

Expertise: Marketing communications, public relations, press and industry analyst relations, digital marketing and content strategy and creation, copywriting, storytelling, branding, strategic positioning and messaging, campaign/program development, budgeting, execution and evaluation, exhibitions, events, sponsorships, customer and internal/employee communication, and team and agency management.

Brands/Organizations Represented: 3M, AMD, AT&T, Analog Devices, Applied Materials, American Chamber of Commerce, Bank of America, Cable & Wireless plc., Canon Semiconductor, Gateway Computers, Jabra, Monster.com, Reuters, Targus International, Sennheiser Communications, UC San Diego, The American Diabetes Association and The Austin Alzheimer's Association.

WORK EXPERIENCE

Laura Stadler Consulting - San Diego, California **06/2007 – Present** **Marketing Communications and Public Relations Consultant**

- Provide marketing communications and PR services to entrepreneurs, companies (start-ups, SMEs and global enterprises), non-profit associations/institutions, authors and book and magazine publishers.
- Serve as PR consultant to California Wild Ales; wrote seven press releases and secured more than 20 press articles including TV news stories resulting in increased sales and brand awareness.
- Supported launch of start-up Poshtel PopUp, a circular hospitality startup cofounded by architect Bjarke Ingels and Skype investor Morten Lund, assisting in crafting the company story and raising awareness of the start-up at TechCrunch.
- Promoted UC San Diego Center for Mindfulness through press relations and conference promotions: significantly increased conference attendance and achieved standing room only for keynote speaker, Dr. Daniel Siegel.
- Wrote website copy for Sennheiser Communications, improving the presentation of its products.
- Edited articles for author/writer Mark Matousek for *Psychology Today Magazine* improving the writing quality and readership.
- Supported and contributed PR efforts for the Tokyo 2016 Olympic Bidding Committee by conducting local media relations and organizing a sporting event; achieved successful TV broadcast coverage and increased Tokyo's visibility while enhancing its reputation in Denmark.
- Served as in-house journalist for the American Chamber of Commerce in Denmark helping to build and strengthen diplomacy between U.S. corporate interest in the Danish parliament by covering industry/government event.

eCapital Corp. - San Diego, California **08/2020 – 02/2021** **Public Relations Manager**

- Served as senior manager directing all aspects of public relations activities including internal and external communications, branding, strategy/positioning, planning and project management, measurement and evaluation.
- Managed communications campaigns and ensured alignment of messaging and themes across organic social media as well as other internal/external channels; increased awareness of company news strengthening the company's brand identity and reputation leading to increased business development results.
- Established company PR and internal communications procedures and hired and directed PR agency; built a solid foundation for PR operational structures internally and externally which laid the groundwork for future success.
- Formulated internal communications strategy and execution including CEO addresses which allowed for increased employee engagement and contributed to building a stronger and more stable company culture.
- Planned and wrote 20 press releases, securing 52 articles in six months. Wrote and placed articles for executives and wrote regular website updates as well as designed company newsroom increasing the audience reach as well as significantly

increased web traffic to company website resulting in increased sales.

- Established and strengthened relationships with third-party organizations and stakeholders including industry associations, (handled company memberships, sponsorships and events), and managed media, analyst and influencer relations.

Wealth Advisors - Rancho Santa Fe, California

05/2018 – 08/2020

Marketing Director

- Oversaw all marketing related activities for certified professional planner and Registered Investment Advisor (RIA) to high-net-worth individuals including logo refresh, website update and collateral creation (brochure, business cards and other presentation materials).
- Improved overall brand presentation and clarified business proposition through developing marketing strategy and plan helping the firm build its business and significantly increase client retention and increase AUM.
- Crafted client communication, managed events including webinar event, and sponsorships, and created and executed digital content strategy as well as manage outside marketing agency, FMG Suite, ensuring professionalism and consistency in all marketing channels.
- All activities produced a significant increase to sales, business development and brand awareness across the organization

Jabra (GN Netcom A/S) - Copenhagen, Denmark

03/2004 – 06/2007

Public Relations Manager, Global & EMEA

- Established the global PR function for the Jabra Bluetooth headset brand and directed implementation of PR programs globally and across EMEA.
- Created organizational structure, strategy and reporting procedures to ensure seamless operations, productivity and results reporting to senior management and inside sales network.
- Built and managed EMEA PR agency network of 14 agencies spanning 20 countries and ensured ROI from 1.5 million EUR budget.
- Successfully relaunched the Jabra brand, managed launch of large portfolio of new products and product lines and secured 3,000 press articles (AVE of seven million EUR) in 2005.
- Supported business growth from \$45 million to \$200 million.

Student/Freelance Communications Consultant - Copenhagen, Denmark

07/2002 – 02/2004

- Provided freelance marketing communications and writing services. Clients include Text100 public relations.
- Attended Roskilde University's one-year master's degree program in European Studies in Science, Society and Technology, and attended Danish language courses.

Grand Central Communications - San Francisco, California

03/2002 – 06/2002

Acting Marketing Communications Director

- Directed the marcom efforts of web services company that provided a hosted Service Oriented Architecture (SOA) hub founded by CNET Founder Halsey Minor, now owned by Google (Dialpad).
- Created and managed the execution of a comprehensive marcom strategy and plan, assisted in corporate repositioning, and secured a significant stream of media and analyst coverage leading to the company's acquisition.

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Digital Island, a Cable & Wireless company - San Francisco, California

11/2000 – 03/2002

Senior Public Relations Manager

- Managed PR efforts for Internet infrastructure services provider.
- Ensured influential cadence of communication including customer acquisitions, product launches and partner announcements, and a comprehensive customer case study program.
- Assisted in corporate rebranding and repositioning, and managed acquisition-related communications by Cable & Wireless Plc. Directed U.S. PR agency and coordinated activities across Europe and APAC.
- Secured press coverage that resulted in 20 percent increase in company valuation.

Edelman Public Relations Worldwide - New York & Boston

08/1997 – 09/2000

Senior Account Supervisor & Account Supervisor

- Serviced and supervised key accounts within the agency's Technology practice, including Analog Devices, Targus International, Reuters, Applied Materials and Gateway Computers.
- Devised impactful PR programs, oversaw and mentored junior staff, consistently achieved top media placements for clients, participated in new business development pitches and received Edelman's "Spirit of Excellence" award for outstanding client service.
- Transferred to Boston to service the Analog Devices' account and open a branch office.

- Recruited, trained and managed employees, established account teams and structures, and participated in new business development initiatives.
 - Led Analog Devices' cross-divisional PR efforts and served as interim in-house PR manager.
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SKILLS AND EDUCATION

Skills

- Microsoft Office Suite
- Adobe Creative Suite
- WordPress

Education

- B.A., Journalism. University of Texas (Austin, Texas)

Continued Education

- Roskilde University (Denmark): European Studies in Science, Society & Technology
- University of Helsinki (Finland): Producing & Using New Media Course
- Still Flowing Yoga (Spain): One-month residential Yoga Teacher Training (Vinyasa Flow)
- Studeskolen (Denmark): Danish Language Course

Languages

- Danish: Intermediate

Volunteering

- Cystic Fibrosis Association Denmark
- The University of California at San Diego Center for Mindfulness

Writing Credits:

- Contributing author: "Fodor's Essential Scandinavia" (Random House)
- Contributing author: "The Beer Book:" (DK Publishing)
- Copyeditor and contributor: Copenhagen Exclusive travel magazine
- Contributor: Dallas Business Journal
- Columnist: Computer Currents Magazine
- Ghostwriter of monthly column: Internet Telephony Magazine
- Copyeditor and proofreader: Psychology Today Magazine
- Correspondent to employee magazines: Applied Materials' *Texas Matters* and United Parcel Services' *The Big Idea*
- Writer, designer and editor: Austin Diabetes Association quarterly magazine