

Laurie A. Ward

Employment

Ithaca College, Ithaca, NY

Manager, Marketing Services

February 2007 – present

Duties include those as Marketing Communications Manager; added responsibilities include working closely with Executive Director of Marketing Communications on College branding efforts and special projects; supervise two staff members

Marketing Communications Manager

June 2004 – present

Responsible for the coordinated marketing efforts of the Park School of Communications, the School of Humanities and Sciences, and the divisions of Student Affairs and Campus Life, and Finance and Administration; work closely with on-campus clients to define and create goals and, in conjunction with admission efforts, develop a comprehensive strategy for meeting those goals; supervise one staff member

Babe Ruth Birthplace and Museum, Baltimore, MD

Public Relations Director

September 1999 – May 2004

Implemented all coordinated public relations and communications strategies covering media relations, advertising, marketing and public relations; responsible for the writing and design of all Museum publications, including the quarterly newsletter; responsible for planning and coordinating all special events; maintained photo, video and art libraries; maintained and updated Museum's website; worked closely with Executive Director on institutional strategic planning; served as the Museum's primary spokesperson; supervised two staff members

Rochester Museum & Science Center, Rochester, NY

Manager, Communications & Audience Research

August 1997 – September 1999

Duties include those as Acting Director of Communications and Media/Promotions Specialist; added responsibilities included market and demographic research and project managing a membership drive

Acting Director of Communications

February 1997 – August 1997

Stepping in for the Director of Communications while on medical leave, in addition to regular responsibilities, added tasks included maintaining office budget, updates to the President and Vice President and acting as Museum's primary spokesperson; supervised four staff members

Media/Promotions Specialist

May 1996 – February 1997

Responsible for writing and distributing press releases, media advisories and press kits as they pertain to all five RMSC facilities; coordinated promotional opportunities and community outreach between the RMSC and community and peer organizations; wrote and edited portions of the members' bimonthly newsletter; planned and coordinated special events; purchased paid advertising

Writer-Editor/Media Liaison

January 1996 – May 1996

Responsible for writing and distributing press releases, media advisories and press kits as they pertain to all five RMSC facilities; wrote and edited members' bimonthly newsletter, brochures and exhibit-collateral material; purchased paid advertising

Education

St. John Fisher College, Rochester NY

Bachelor of Arts in Communications/Journalism with a minor in English, May 1993

Honors and Awards

- 2006 Gold Accolade Award, CASE District II: Student Recruitment web site (as part of the web development team)
- 2006 Gold Accolade Award, CASE District II: Institutional home page (as part of the web development team)
- 2005 IC Choice Award, Ithaca College: Web Profile Manager (as part of the web development team)
- 2002 IABC Gold Quill Award of Merit, Babe Ruth Birthplace and Museum: 2000 Annual Report
- 1997 PRism Award, Not-for-Profit Marketing Campaign, Rochester Museum & Science Center: *Antarctica*

Professional Development

- September 2006 – June 2007: Leadership Tompkins, Tompkins County Chamber of Commerce
- February 2006 – February 2007: LeaderShip VII, Ithaca College
- August 2005 – January 2007: Staff Council Representative, Ithaca College
- February 2000 - 2003: Small Museums Association Annual Conference
- May 2000: America Association of Museums Annual Meeting

Community Service

- December 2006 – present: Chair, Planning and Development Committee, Big Brothers Big Sisters, Ithaca, NY
- August 2005 – present: Staff Advisor, IC Bigs
- January 2005 – present: Resource Development Committee Chair, Big Brothers Big Sisters, Ithaca, NY
- November 2004 – present: Ithaca College Community Service Committee
- June 2004 – November 2006: Planning and Development Committee Member, Big Brothers Big Sisters, Ithaca, NY
- November 2001 – present: Leslie Moore Scholarship Foundation, Banquet Steering Committee, Baltimore, MD