

# Lori Weaver

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FeedingTheGlobe@gmail.com

Ph: 608.333.6477

## **GLOBAL MARKETING COMMUNICATIONS PROFESSIONAL**

### **PROFILE**

- Successful professional with global communications and marketing experience and knowledge, including extensive editing and writing skills, association communications and marketing plan development and implementation, corporate and program branding, media relations and emerging electronic and web-based communications technologies.

### **EXPERIENCE**

WATT, Rockford, Illinois

**Editor**

2006-2009

Editor of three print and digital business-to-business publications for the animal agriculture industry. Responsible for editorial content and planning for both domestic and international audiences. Feature and editorial writing, photography and interviewing responsibilities. Editor for digital newsletters. Grew responsibilities from two magazines and one newsletter at start to include three digital and print magazines, three digital newsletters with increased frequency, and content for two websites.

Initiated revamping of editorial content to provide more timely and relevant information for targeted audiences. Conducted public relations measures, including granting of broadcast and print interviews, to promote company's digital products.

Industry travel and contact development within agricultural industries, including parts of North America, Europe and Asia.

Staff oversight, interviewing and training. Liaison responsibilities between editorial and production functions. Budget planning, special project involvement and editorial calendar development.

Wisconsin Federation of Cooperatives, Minnesota Association of Cooperatives, Madison, Wisconsin

**Vice President, Communications and Dairy Programs**

1992-2006

Created and executed public relations, marketing and communications programs for nation's largest regional cooperative association, including budget, programming and personnel responsibilities.

Led the redesign and dramatic content changes of organization's flagship publication, *Wisconsin Energy Cooperative News*, including move to digital production and launch of accompanying website. Established new advertising goals and editorial content.

Spearheaded creation and implementation of a marcom team responsible for developing an award-winning publication and websites, promotions, electronic communications, campaigns and events.

Developed branding for associations, products and services. Developed three separate web presences. Established sector newsletters and led media efforts.

Developed member relations program resulting in tripling of sector income. Obtained new members and retained existing members despite market fluctuations. Nurtured successful relationships with industry leaders, created new networks and strengthened existing alliances.

Created fee-for-service agency within association to meet business members' more extensive communications needs. Coordinated contractual communications staff and vendors.

Taught educational workshops in crisis communications, public relations, media relations, digital imaging, and branding. Extensive public speaking.

Planned and executed events for various membership sectors. Developed programs and secured speakers, coordinated with vendors and managed related publicity.

Leslie Associates, Omaha, Nebraska

**Account Executive**

1990-1992

Developed and implemented communications, public relations, marketing, and issues management plans for diverse client base in Nebraska, Iowa, Kansas, Pennsylvania, Texas and Missouri. Clients included those in the financial, health care, printing, manufacturing, business development, retail, natural gas, food, agriculture, energy, higher education, and charitable industries.

Developed budgets, coordinated vendors and oversaw staff for various public relations, communications, issues management and marketing needs. Responsible for event and conference planning, and audiovisual presentations. Media training and crisis communications planning. Coordinated media events.

Wrote and produced magazines, newsletters, brochures, advertisements and other print media for various clients in the region.

Farm Progress Companies, Madison, Wisconsin

**Field Editor and Regional Dairy Editor**

1987-1990

Feature writing, column writing, photography and production responsibilities for *Wisconsin Agriculturist* magazine. Covered issues of interest to rural Wisconsin, including crops, dairy, land and water conservation, and other production agriculture topics. Reported on state rule making and legislative process as it related to agriculture.

Assisted in coordination of annual awards program. Public relations responsibilities for annual farm shows and special events. Production of various program booklets and other specialty publications.

Pioneered development of regional dairy insert for Farm Progress Companies' stable of Midwest publications.

American Society of Agronomy, Madison, Wisconsin  
**Information Specialist**

1986-1987

Served as editor for association's international newsletter to agronomists, crop scientists and soil scientists. Developed and distributed news releases on topics of global interest.

Coordinated media relations and oversaw media room at large annual meeting. Pre- and post-meeting publicity responsibilities. Distributed news releases, arranged media interviews and provided resources to media in attendance.

Oversaw production of specialty publications in the crop and soil sciences.

## **EDUCATION**

Bachelor of Science  
University of Wisconsin-Madison  
Agricultural Journalism and Dairy Science

## **ACTIVITIES**

Cooperative Communicators Association, 2000-2006

American Agricultural Editors Association, 2009

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## REFERENCES

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*Additional references available upon request.*