



MARIE KING

marieelyse@comcast.net | (630) 484-6754 | www.marie-king.net

PROFESSIONAL EXPERIENCE

Marketing & Publicity Coordinator • Anthem Press London, UK • 2012 - 2014

- **Title and book series publicity and marketing** — conducted marketing research and analysis for 100+ book titles and 30+ series; curated special media and academic contact lists, produced press releases and email blasts; coordinated international book tours; scheduled appearances on *BBC*, *CNN*, *PBS*, and *Bloomberg*; arranged speaking engagements and book signings in Europe, U.S. and Asia; secured book reviews in major media, academic, and industry publications including *NYT*, *WSJ*, *HuffPost*, *Forbes*, *Economist*, *TLS*, and *Choice*
- **Special project development, marketing and publicity** — generated funding for projects by developing publishing partnerships with key organizations; worked with MIT professor to produce and deliver digital journal to 30,000+ subscribers; involved with development team for new self-publishing imprint including research, web creation, and copy writing
- **Marketing collateral design and production** — produced 45 book covers, 200 advanced information sheets, 35 series flyers, 3 seasonal catalogs, 20+ posters and book flyers, and promotional company bookmarks; prepared, created and managed promotional mailshots, contact list development, and 30+ contact databases
- **Company branding and profile** — managed company presence at key academic and professional events worldwide, including coordinating company booth at major conference attended by 3,000 key decision makers and buyers; created ad for industry publication with readership of 20,000+
- **Digital management and content creation** — improved SEO and digital awareness; managed Facebook, Twitter and Wordpress accounts; updated imprint web content; evaluated and reported on web traffic analytics; created graphics, web banners, and profile pictures for digital platforms
- **Intern management** — developed intern program; taught and managed 15+ interns from U.S. and Europe; worked one-on-one to create individualized projects to optimize their skill base and time

Freelancer & Illustrator • Marie King Naperville, IL • 2012 - Present

- Developed marketing strategies for independent authors, illustrated children's books, designed book covers, and created author brand aesthetic and marketing materials

Grader: Creative Concepts (ADV 450) • University of Illinois Urbana, IL • Fall 2011

- Assessed and critiqued creative strategy projects; graded key brand insights, product manifestos and creative briefs

Account Services Intern • Spawn Agency Anchorage, AK • Summer 2011

- Interned for award-winning ad agency: generated market summary PowerPoint for McDonald's Alaska; assisted planning and implementation of Walgreens' grand opening; scheduled and disseminated Alaska's Department of Transportation construction and roundabout awareness campaign; created site maps and proposed promotional items for Walgreens and British Petroleum (BP); conducted brand research for University of Alaska; created budget for United Way
- Created media spec sheets and contact lists for production, media and account departments; reorganized digital and physical filing systems; updated agency's PowerPoint; instituted a staff meeting summary template

Administrative Coordinator • Morreale Law Glen Ellyn, IL • 2007 - 2008

- Acted as liaison between closers and real estate contacts; organized bank statements, filed taxes and acquired escrow
- Prepared closing documents and contracts for corporate clients, such as Caterpillar, as well as local, industrial, and residential clients

EDUCATION

University of Illinois at Urbana-Champaign

Aug 2007 - Dec 2011
B.S., Advertising
GPA 3.8, Dean's List

International Academy of Art & Design

Nov 2008 - Aug 2009
A.A., Web Design & Multimedia
GPA 3.7

PROGRAMS

Adobe Creative Suite
(Photoshop, Illustrator and InDesign, basic knowledge of Dreamweaver and Flash)

Microsoft Office Suite,
Google Drive

MailChimp, Tetragon

Wordpress, Blogger, Tumblr

Basic HTML

Workamajig

SPSS

Mac, PC

SKILLS

Creativity
Organization & efficiency
Negotiation & conflict resolution
Communication & collaboration
Enterprising & resourcefulness
Project management
Team leadership
Information synthesis
Numeracy & quantitative analysis
Generating results

www.marie-king.net