

Linda Levee Paul

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Areas Of Expertise

- ◆ Marketing communications content – ads, brochures, direct mail, collateral, PowerPoints, PR
- ◆ Technical writing, including manuals, medical monographs, white papers, articles (ghost writing), help systems
- ◆ Web content development, design, HTML
- ◆ Strategic product positioning, brand identity
- ◆ Online relationship marketing
- ◆ Database and Windows applications GUI design

Primary Product Experience

- ◆ Windows-based software and development tools
- ◆ Semiconductors
- ◆ Network security
- ◆ Internet applications hosting – b2b and b2g
- ◆ Diagnostic laboratory products and medical devices
- ◆ Banking/financial
- ◆ Non-profit/NGO

Business Experience

Director of Marketing & Communications, Mesa United Way, Mesa, AZ, 2004-present

Responsible for all communications for this unique non-profit, which is the only United Way in Maricopa County that is separate from Valley of the Sun United Way. Accomplishments to date:

- ◆ Complete revamp of website (mesaunitedway.org) to make it more interactive and “sticky.”
- ◆ Development of online newsletter to increase visibility with donors between their annual company campaigns, and to attract new donors in the community
- ◆ Development of materials in support of campaign, including brochure, video, annual report, fundraising calendar, event programs and audiovisuals
- ◆ Development of materials in support of social marketing activities, including flyers, conference program, Born Learning press conference, website postings
- ◆ Building and maintaining positive relationships with local media in the East Valley
- ◆ Currently authoring a blog in the Arizona Republic’s online edition (azcentral.com) to boost Mesa’s standing among companies considering relocation to Maricopa County

Freelance & Contract Marketing Communications, 1978-1996, 2000-2004

I serve major corporations, start-up companies, non-profits and advertising agencies with copy writing, creative direction, marketing communications planning, product positioning and strategy development. Clients have included: Boston Scientific; Carl Zeiss-Meditec; The Center for the Arts (Grass Valley); Cetus Corporation; Chabad of Greater South Bay; Cisco Systems; CooperVision Lasers; The Fistula Foundation; Greenpeace; Inktomi; International Microelectronic Products; Kyphon, Inc.; National Semiconductor; Securify; Serena Software, Inc.; Sierra Semiconductor (now PMC-Sierra); Silvar-Lisco; Synopsis; Sun Microsystems; Toshiba America; Ubizen N.V. (Belgium); Western Micro Technology (now Avnet) and Workspace Innovations, Inc.

Marketing Specialist, Los Alamos National Bank, Los Alamos, NM, 1998-June, 2000

Responsible for marketing communications for one of the largest independent banks in Northern New Mexico. Accomplishments include:

- ◆ Wrote one section of and produced the bank's applications for the New Mexico Quality Award and the Malcom Baldrige National Quality Award. Result: LANB became one of three organizations ever to win New Mexico’s top (Zia) award and became the first New Mexico organization (and the first bank) to win the Baldrige award (www.nist.gov).

Continued...

- ◆ Improved use of bank database in support of marketing efforts toward existing customers
- ◆ Developed and maintained Marketing “corner” of company intranet to educate employees about bank products and promotional efforts
- ◆ Wrote the help system and developed banner ads for online banking launch
- ◆ Developed PR and direct mail materials and directed events for opening of new branch office in Santa Fe
- ◆ Wrote and interfaced with designer of 1998 and 1999 Annual Reports; produced PowerPoint presentation and materials for annual shareholder meeting
- ◆ Wrote and directed production of collateral for trust department and for computerized information products (ie. online, dial-up and automated teller banking)
- ◆ Wrote feature article for the 1999 Women’s Resource Directory of Northern New Mexico in support of the Santa Fe branch opening

Director of Marketing, Sylvan Ascent, Inc., Santa Fe, NM, 1996-1998

Responsible for marketing mapping (GIS) controls to software developers and maps to civil engineers and other AutoCAD users. Accomplishments include:

- ◆ Introduced strategic product planning to company
- ◆ Developed the corporate website, and the user interface for product demo and map vending web sites (one of the first e-commerce sites)
- ◆ Developed a corporate look and a collateral package to allow rapid production of new and revised product and technical literature
- ◆ Successfully introduced product upgrade and service and support package
- ◆ Revised the company's pricing and sales policies for improved profitability
- ◆ Designed and rewrote the product help system to provide more information and simplify navigation
- ◆ Developed communications vehicles to maintain relationships with customers

Associate Creative Director, Bernard Hodes Advertising, Los Angeles, 1987-1988

I directed a team of copywriters for the main West Coast office of America's largest recruitment ad agency. Among other accomplishments, our creative efforts helped the agency win FHP Healthcare and manage a successful relocation of Transamerica Insurance.

Copy Contact, Dailey & Associates, San Francisco, 1982-1984

Served as account executive and copy writer on the Synertek (Division of Honeywell) account. Our team's efforts led to an increase in aided recognition of this semiconductor company from under 10% to over 90% in the first year.

Product Management. Prior to 1978, I served in product management positions for diagnostic divisions of Searle and Roche. In these positions, I launched several products and developed successful patient, doctor and sales-force education programs.

Education

- ◆ Bachelor of Science, Medical Technology, Roosevelt University, Chicago IL
- ◆ Marketing studies: UC Extension, Santa Barbara CA; American Management Association; Northwestern University, Chicago IL
- ◆ Graduate, Dale Carnegie Public Speaking Course
- ◆ Flash programming course, Foothill College, Los Altos CA

Computer Skills

- ◆ **Windows:** Microsoft Office Professional (Word, Excel, Access, Outlook and Power Point), Corel Draw, Page Maker, Photoshop, Quark, Paintshop Pro
- ◆ **Macintosh:** Microsoft Word, Microsoft Excel, Quicken, Quark
- ◆ **Internet:** Hot Dog Web Editor, Dreamweaver, Flash, HTML Help, Mozilla, Microsoft Internet Explorer

Other

- ◆ **Board of Directors**, The Fistula Foundation, Santa Clara, CA, 2002-present
- ◆ **Steering Committee Member**, The New Shul (synagogue), Scottsdale AZ, 2005