

DIANE T. WILSON

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Marketing Professional with over twenty years of professional, well-rounded, hands-on experience successfully designing, developing and delivering Marketing Communications and Technical Publications assets — on time, on target, and within budget.

SKILLS

- Ad Campaigns (Digital/ Print)
- Illustration
- Press & Investor Relations
- Social Media
- Branding
- Visual Assets
- Print Collateral
- Web Development
- Graphic Design
- Presentations
- Publications
- Tradeshow and Poster Graphics

APPLICATION EXPERTISE

Adobe® Creative Suite — Photoshop®, Premiere, InDesign®, Acrobat®, Animate, Illustrator®, Dreamweaver®

Microsoft® Applications — PowerPoint®, Word, SharePoint®, Publisher, Project, Excel®

Web Development Applications — WIX®, Squarespace®, WordPress, Figma, HTML code, and more

CorelDraw® and Corel® Video Studio

3D Illustration — Strata® 3D Illustration, Poser® 3D Illustration, SketchUp®

Google® — YouTube®, Analytics, Ads

Other applications, CRM and analysis tools that aid in the development and monitoring of marketing assets.

HIGHLIGHTS

- Strategized, designed and implemented corporate identities for over twenty companies.
- Wrote, designed and produced over fifty websites.
- Revamped e-commerce site for sports apparel company and implemented on-line ad campaign — increasing sales by 30%.
- In-house hands-on experience launching startups, IPOs, product launches and PR.
- Hands-on, resourceful, creative individual that creates Marketing Communications assets and Technical Publications from concept — all the way to completion.

- Proven ability to take complex technical ideas and transform into successful promotional marketing campaigns.
- Demonstrated capability of increasing sales and website and social traffic.
- Excellent communication and interpersonal skills.
- Works very well with all members of organization.
- Extremely adept at learning new software applications.

EXPERIENCE

Owner, DTW Associates, Freelance / Consultation Services

2010 to Present, Chelmsford, MA

Develop communication campaigns for clients, which includes design, development, and implementation through traditional and digital media. Manage and execute integrated communications strategies to support corporate and business objectives, and marketing communications needs across products and services.

Marketing Communications Manager

Triton Systems Inc., FRX Polymers, Inc. / 2001 - Nov 2016, Chelmsford, MA

- Established Marketing Communication programs for Triton Systems and its diverse family of companies.
- Revamped e-commerce site for sports apparel company and implemented on-line ad campaign, and increased SEO – increasing sales by 30%.
- Illustrated concepts for technical proposals for R&D grants - helping to increase the company's win rate from 17% to 25%.
- Designed (exterior packaging) and illustrated cancer treatment prototype for company - helping to raise series B funding.
- Designed, developed and created brochures, white papers, presentations, websites, advertising, and trade show graphics.
- Wrote press releases, ad campaigns, product literature, websites and congressional correspondence.
- Assisted staff technologists in the proposal development process.
- Coordinated trade show participation and conference events.
- Responsible for photographing products and directing professional photo and video shoots.
- Create technical manuals for U.S. Army and AirForce applications.

Sr. Marketing Communications Specialist

Caliper Life Sciences (fomerly Zymark) / 1997 to 2001, Hopkinton, MA

- Successfully implemented over seven new product launch campaigns. Developed advertising campaigns for new products - including award-winning (AD-Q) product campaign for the drug discovery market.
- Brought the trade show graphics production in-house saving \$20,000+ annually.
- Developed and launched two corporate websites for company.
- Worked with product managers and channel partners to produce marketing campaigns for company. Created brochures, data sheets, website, direct mail, exhibits, and employee and customer newsletters. Worked with ad agency to create new logo for company.
- Assisted in developing quality presentations for president, and sales and marketing staff. Helped marketing staff with technical and poster presentations, and technical application papers/white papers.
- Designed corporate identity for ISLAR, an international science symposium sponsored by Zymark. Developed the ISLAR promotional material including newsletters, direct mail, website, event graphics, event planning, and program guides.
- Streamlined the literature production process by creating standard templates for data sheets and brochures.
- Oversaw and directed photo and video shoots.
- Successfully implemented over seven new product launch campaigns. Developed advertising campaigns for new products - including award-winning (AD-Q) product campaign for the drug discovery market.
- Brought the trade show graphics production in-house saving \$20,000+ annually. Developed and launched two corporate websites for company.

Marketing Communications Specialist

Alpha Industries, Inc. / 1992 – 1997, Woburn, MA

- Worked with product managers to produce marketing campaigns for company. Managed and developed brochures, data sheets, ad campaigns, direct mail, trade show exhibits, photo shoots, and sales presentations.
- Designed, illustrated and produced 450-page product catalog saving \$30,000 in production costs by converting to digital format and illustrating product layouts in-house. New format resulted in positive feedback from distributors and customers alike.
- Wrote press/product releases and technical data sheets. Maintained relations with magazine editors and ad agency. Assisted in the production of technical articles.

- Managed the production of annual reports and all investor relations material. Worked with president on all corporate and investor presentations.
- Developed the first corporate website for company.
- Created new corporate standards and re-organized promotional literature to replace inconsistent product literature.
- Maintained sales lead database and managed fulfillment house activities.

Sr. Illustrator / Tech Pubs Editor

GenRad, Inc. / 1985 – 1992, Concord, MA

- Managed the production of over 100 publications annually.
- Created complex illustrations of GenRad products.
- Designed STC award winning book. Formatted and edited technical manuals.
- Designed and produced promotional graphics and book packaging.
- Participated in a committee of writers to produce a technical writing style guide which aided the development of the company's technical manuals.
- Streamlined the book production process.
- Assisted Marketing Department with marketing projects.

EDUCATION

- UMass Lowell – 1992, Liberal Arts / Publications Art Certificate
- Google training
- Management, marketing, and technical publications training courses

Long form resume available at: <https://www.linkedin.com/in/dtwassociates/>