

# LORIE JO BRIDGES

COMMUNICATIONS SPECIALIST

## PROFILE

Design and marketing specialist with a passion for content creation and project management.

From concept to execution, tasks are completed with a deadline-driven focus on digestible, cross-platform cohesion, utilizing brand culture. Extensive experience in graphic design, copywriting, socials, ad campaigns, collaboration, B2B/C liaison, video/audio editing, event planning, and admin support.

## CONTACT

615.336.6253

bridges.lorie@gmail.com

## TECHNICAL

Windows | Mac

## Adobe

### Creative Suites

Illustrator | Photoshop

InDesign | Premiere

Acrobat | Audition

## Microsoft Office

Word | Excel | Teams

PowerPoint | Outlook

SharePoint

## Websites

WordPress | Square

WIX | GoDaddy

bluehost | Google

## EDUCATION

SNHU | BA | 3.87

Mass Communications  
+ Marketing

Success Real Estate

90 Hour New Affiliate

Course Completion

## PROFICIENCIES

Copywriting  
Collaboration  
Print + Digital Design  
Website Management  
Video/Audio Editing

Multi-Project Management  
Presentations  
Brand Identity + Culture  
Content Curation  
Typography

## COMMUNICATIONS SPECIALIST

Tennessee Department of Health • Remote

Jan 2023  
Current

### Manage Multiple Work Streams/Projects/Editorial Calendars

**Collaborate with SMEs** create clear, concise, + engaging communications

**Translate Complex Data** into digestible marketing assets

**Collaboration with Stakeholders** to ensure adherence to 508 compliance standards, accessible reading levels, + branding guidelines

**Graphic Design:** print/digital, one-pagers, annual reports, announcements, newsletters, PowerPoint presentations, promotional items, job aids, social media, external/internal marketing collateral, digital asset management

**Copywriting:** presentation talking points, emails, announcements, program highlights, employee spotlights, event summaries, cover stories, slide content, transform SME copy to 5th grade reading level, ghost writing.

**Video/Audio Editing**

## COMMUNICATIONS SPECIALIST

Consumers Energy • Remote

Apr 2021  
Jan 2023

Communications Support for VP of Operations Performance (OP)

**Ghostwrite in the Voice of the VP** while maintaining CE brand standards

**Marketing Campaigns:** concept, develop, design, + execute internal marketing campaigns, logos/branding, conference swag bags

**Collaboration with Multiple Levels of Staff** to advance OP growth objectives

**Change Management** consultation and survey development

**Video Creation:** concept, script, voice over, content curation, + execution

**Copywriting:** department wins, newsletters, employee celebrations, event invites, emails, presentation talking points

**Graphic Design** print/digital: invitations, merchandise, logo concept + execution, one-pagers, infographics, photo editing, PPT presentations, ad hoc

**Power App Concept + Design:** collaboration with UI/UX engineers

**Event Management:** collaborate, plan, execute

## PROGRAM DIRECTOR

R Communities • Remote

Jan 2020  
Dec 2020

**Program Development:** concept, workflow, execution of housing initiative

**Brand Development:** company brand + logo

**Copywriting:** program outlines, website content, social media campaigns, intake paperwork, + google forms

**Graphic Design** print/digital: website, internal/external marketing assets

**Photography and Photo Edits**

## MARKETING DIRECTOR

Dixon Center + Harpeth Valley Health • Hybrid

Oct 2019  
Feb 2015

**Graphic Design** print/digital: B2B/C marketing collateral, social media, newsletter, coupons/ads, posters, + intake paperwork

**Social Media:** "Top 20 Best Medical FB" pages in 2015 - Kareo

**Website:** content curation, resourcing, + media management

**B2B/C Liaison:** marketing, promotion, + events

**Ad Campaigns:** concept, design, + execution

**Event Management:** collaborate, plan, + execute local events

**Copywriting:** newsletter, website content, socials, + brochures