

Joan M. Pauly

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Louisville, KY

404.291.5178

Marketing and Communications Professional

20+ Years Leadership Experience in Marketing, Advertising, and Public Relations / Profit and Non-Profit Organizations / Ad Agency and Client Side Experience / Start Up Ventures to \$1 Billion in Revenues / Smart Growth Communications

Strengths Include:

- Facilitating successful group outcomes
- Recruiting and cultivating talent
- Thriving in a team-focused environment
- Strategic and tactical thinker
- Results Focused
- Effective and compassionate listener

Experienced in:

- Brand strategy
 - Communications & marketing strategy
 - Broadcast, print, direct mail & online campaigns
 - Newsletters & collateral materials
 - Web Development
 - Public Relations (including media)
 - Operations, budgeting & staffing
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Professional Experience

Joan Pauly Marketing and Communications

2005 to current

Developed marketing and communications firm targeted to the smart growth industry. Work with media, land planners, architects, developers, builders, public officials, public works personnel, business community and interested citizens to adopt smart growth development. Provided communications strategy and online news reporting and photography for the following public and private development charrettes:

City of Lawrence SmartCode Charrette, Lawrence, Kansas, 2007

www.lawrenceplanning.org/tnd/index-week.shtml

City of Post Falls SmartCode Charrette, Post Falls, Idaho, 2006,

www.sensiblegrowthinpostfalls.com

These public charrettes engaged a wide variety of stakeholders and citizens to consider adoption of the SmartCode to help contain sprawl and preserve community character.

Freemont Property Charrette, Omaha, Nebraska, 2006

www.whatsnewonstatestreet.com

This private development charrette provided the master plan for Omaha's first traditional neighborhood.

Congress for the New Urbanism (CNU), Providence, Rhode Island, 2006

www.cnu.org

This online resource for CNU XIV was created as a blog to inform conference attendees of major developments and as a press feed for local and national press.

Early County 2055, 50 Year Plan, Blakely, Georgia, 2006

www.earlycounty2055.com

This public/private charrette served as a 50 year economic visioning and master plan for Early County, Georgia.

General Marketing Experience

ATA Career Education and Corporate Training, Louisville, KY

ATA is a career education and corporate training facility.

Chief Marketing Officer

2000 - 2005

Recruited to spearhead launch of new marketing department with full responsibility for strategic and tactical marketing efforts, integrated marketing campaigns with \$500,000+ media budget, newsletters, collateral materials, web development, customer database management, budgets, contract negotiations, vendor selection and staffing. Partnered with senior management to define and communicate corporate direction. Results:

- Accurately pinpointed target market triggers and correct media selection to produce a \$2 million increase in sales after initial launch of advertising campaign.
 - Over a two year period, doubled company revenues.
 - Developed sophisticated database system to market to existing leads reducing cost per enrollment by 10%.
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Vest Advertising Marketing and Public Relations, Louisville, KY

Vest is a full service advertising agency servicing well known clients Humana Healthcare, Papa Johns Pizza, and Decora Cabinetry.

Account Executive

1998 - 2000

Joined agency to generate new business through Internet and public relations services. Managed diverse accounts, established budgets, led internal team of copywriters, graphic designers, media buyers and multi-media personnel. Served as public relations point of contact for all clients. Results:

- New services generated \$100,000 in new contracts within six months.
 - PR campaigns achieved 100% article placement.
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The Wayne Oates Institute, Louisville KY

Dr. Oates is considered the founder of pastoral counseling and is the originator of the term workaholic.

Development Director

1995 - 1997

Spearheaded marketing and fund raising initiatives for this start-up national venture. Profitably directed strategies to develop strong local and national profile within targeted industries and specialty media. Established and managed day to day operations, negotiated vendor contracts, established detailed reporting systems, point of contact for board of directors, and management responsibilities for internal staff. Results:

- With no prior donor base, secured over \$200,000 in grants and sponsorships within first months of hire.
 - Achieved 100% article placement in national specialty publications.
 - Profitably organized first national conference attracting nationwide participants and securing nationally recognized keynote speaker and recent guest on Oprah Winfrey. Event captured 10% response to conference direct mail.
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Adware Systems, Louisville, KY

Adware Systems is a software company developing planning, buying and accounting software for multi-billion dollar advertising agencies worldwide.

Brand Manager

1992 – 1995

Joined company as software tester of Network Television Media Buying System and was quickly promoted to brand manager to bring leadership to development team. Managed group of advertising agency personnel with New York based McCann Erickson and internal software development staff. Led collaboration between agency and clients General Motors and Johnson & Johnson to customize system.

Results:

- Innovative system functionality served as key component to McCann Erickson winning the Johnson & Johnson \$20 million network television advertising account.

Previous Positions 1981 to 1992

1989 – 1992: Corporate Trainer, Glenmore Distilleries, Louisville, KY

1987 – 1989: League Coordinator and Tennis Instructor, Louisville, KY

1983 – 1987: Full time mom, San Francisco, CA; Jacksonville, FL; Louisville, KY

1981 – 1983: Assistant Executive Director, March of Dimes, Richmond, VA

Education

University of Georgia – Athens, GA

Bachelor of Arts in Journalism, 1980

Major in Public Relations; Minors in Business Management and Public Speaking

Affiliations

US Green Building Council

LEED-ND (Leadership in Energy and Environmental Design-Neighborhood Development)

Corresponding Committee

Volunteer Experience

Board of Directors, Hello Creativity

Advisory Board, Adopt-A-Village

Volunteer, Jimmy Carter Center & Habitat for Humanity