

KRISTIN LEIGH BEAN LEMMERT

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Professional Experience

Miniphany Communications LLC

Frostburg, MD

- Provides freelance marketing writing for a variety of industries in the mid-Atlantic region.

Owner/Head Wordsmith

5/09 – present

Whiteford, Taylor & Preston, LLP

Baltimore, MD

- Developed new branding strategies for the 155-attorney firm. Drafted text and guided design of all collateral materials, including practice group brochures, website copy, event invitations, five quarterly newsletters and two e-newsletters, and client alerts. Launched a weekly marketing e-newsletter for internal firm use.
- Elevated the firm's reputation and showing in global and national legal ranking guides.
- Developed and managed media relations, including pitching story ideas, gaining event exposure, and sending out press releases. Conducted media training sessions with partners and associates.
- Overhauled the firm's approach to advertisements, developed new standards, and designed ads.
- Edited and prepared Requests for Proposals, articles, client nominations, and pitch materials.
- Coordinated print jobs and frequent mass mailings. Handled vendor relationships and negotiations.
- Assisted with Client Relationship Management (CRM) projects and conducted one-on-one trainings.
- Organized and oversaw internal and external events. Secured keynote and guest speakers for a variety of external and internal events. Attended and worked community and industry events.
- Attended and participated in internal section and industry group meetings. Implemented business development initiatives.
- Helped maintain the firm's marketing budget and secured vendor payments.
- Managed and supervised staff on a daily basis, including high school and college interns. Mentored younger staff and interns.

Marketing Communications Manager

4/06 – 5/09

Anne Arundel Workforce Development Corporation Director of Corporate Communications

Millersville, MD

2/04 – 4/06

- Served as Public Information Officer, working extensively with local press, community organizations, and local, state and federal officials to educate the public about workforce development in Anne Arundel County.
- Created collateral materials including business resource brochure, job seeker brochure, annual reports, press releases, newsletters, and advertisements.
- Acted as ghostwriter for workforce development publication articles, speeches, letters, and presentations for President/CEO, County Executive, and staff. Maintained speaker's bureau and served as presenter for local business events.
- Planned community outreach events including program kick-offs, celebration events, and large-scale employee recruitment events. Publicized job fairs and recruitments.
- Developed new logo and branding for Anne Arundel County's One-Stop Career Center services.
- Worked with web site designer and administrative staff to develop and overhaul organization's website.
- Co-leader for the Anne Arundel YouthWorks Job Fair attended by 600+ individuals. Secured in-kind donations from local businesses, arranged for Community Partners and Employer participants, negotiated outreach publicity and vendors, drafted correspondence, assigned volunteers, and handled logistics.
- Maintained marketing/outreach budget and plan for upcoming fiscal year.
- Assisted with board meeting preparations and President/CEO with board and organizational activities.

National Aquarium in Baltimore

Baltimore, MD

- Participated in key strategy meetings with campaign leadership committees and counsel for the Aquarium's \$15 million private campaign.
- Worked extensively with the campaign director to develop strategies for suspect and prospect cultivation and maintained cultivation tracking documents.
- Researched and drafted campaign articles for the Aquarium's member magazine, campaign publications, and website.
- Lead writer for special projects such as the campaign's case statement, campaign materials, solicitation letters/proposals,

Campaign Coordinator

9/02 – 12/03

staff and volunteer campaign, charter member campaign, and routine correspondence. Wrote and edited development office materials upon request.

- Implemented and assisted with special mini campaigns including the charter member campaign, the staff and volunteer campaign, the former board and advisory committee campaign, and the vendor campaign.
- Coordinated special events including a scavenger hunt, cocktail reception, member brunches, and wine tasting.
- Developed action plans and timelines, assigned staff and volunteer responsibilities, negotiated vendor costs, and conducted budget analysis for events.

Kennedy Krieger Institute
Baltimore, MD

Coordinator of Development Communications and Prospect Management

7/01 – 9/02

- Created and implemented prospect research program. Reviewed, investigated and established information sources (both electronic and traditional), and invented reporting procedures.
- Compiled information on individual and corporate prospects and suspects, and provided research reports to fund raising professionals. Arranged prospect review meetings, and conducted reactive and proactive research as determined by funding needs.
- Assisted in reinvention of KKI's planned giving program. Participated in the strategic planning process, and served as project manager for creation and distribution of planned giving materials. Conducted research and created reports on planned giving prospects and suspects.
- Researched and wrote articles for development publications, and solicitation letters for special donor cultivation projects. Served as project liaison for the donor lists in the annual Report of Gifts. Coordinated publication distribution lists and the mailing of office publications.

Maryland Public Television
Owings Mills, MD

Mid Level and Affinity Groups Administrator

5/99 – 7/01

- Coordinated the launch of Premiere Circle Donor Society, MPT's mid level donor program. Developed and implemented strategic plan for the group, participated in the development of fund raising materials, and handled the daily operations of the program.
- Created and cultivated relationships between MPT and targeted members and prospects in existing and newly formed affinity groups. Participated in strategic planning for growth of affinity group programs.
- Worked to strengthen MPT's presence in the community by participating in program screenings, children's events, volunteer functions, conventions and fairs.
- Built and maintained database tracking system for mid level donor program participants. Created regular financial reports and analytical program summaries.
- Managed and supervised volunteers on a variety of development and administrative projects.

Assistant Manager of Major and Planned Gifts

- Managed the monthly renewal and accounting cycles for the Society in Excellence in Television (SET), MPT's major gifts program (360 individual, foundation and corporate members giving approximately \$400,000 annually).
- Wrote and coordinated solicitation, renewal and acknowledgement letters, quarterly newsletter articles and other special mailings for SET.
- Met with donors and assisted in donor cultivation at multiple member-benefit programs and the annual SET event.
- Served as staff liaison for the Heritage Society (110-member group consisting of 30-year members and bequest donors).

Cardin for Congress
Baltimore, MD

Assistant Campaign Director

1/98 – 12/98

- Planned campaign's biennial fund raising event for 400+ contributors; gross of \$200,000. Coordinated details from event budget and site details to phone-banking efforts and volunteer assignments.
- Cultivated working relationships with CEOs, party members, community activists, PACs and philanthropists.
- Created comprehensive financial reports for Campaign Manager, Head of Finance Committee and Congressman.
- Organized volunteer participation for 20+ fairs, festivals and parades. Worked with federal and state-level campaigns to plan campaign events. Coordinated poll materials, poll workers, and post-election celebrations.
- Managed campaign assistants, college interns and office volunteers. Assisted with special projects and routine correspondence.

Education

Masters of Education; Frostburg State University, Frostburg, MD, 97

Bachelor of Science in Political Science; Frostburg State University, Frostburg, MD, 96