

Laura Ory

Marketing & Communications

 (480) 286-3145

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 lauraory.com

 Phoenix, AZ

Versatile and experienced communications pro seeking opportunities to help Arizona businesses and nonprofits grow.

Education & Community Involvement

University of Arizona

- BA in Journalism (2008)
- Camp Wildcat Chair & Board Member (2004-07)
- Daily Wildcat Reporter and Editor (2005-2007)

Read Better Be Better

- Governing Board Member (2021 - Present)
- Fund Development and Governance Committees
- 10th Anniversary Event Committee (2024-25)

Valley Leadership

- Catalyze Class 2 (2021-22)

Free Arts of Arizona

- Volunteer Weekly Mentor and Auction Committee Member (2010-2020)

Skills

- Marketing strategy
- Project management
- Content creation
- Social media management
- Photography
- Graphic design
- Web management
- Marketing campaigns

Experience

Freelance Marketing

2023 - Present

- Social media content
- Event marketing and management
- Writing and graphic design
- Website management

Education Forward Arizona

Sr. Director of Marketing & Comms

2021 - 2023

- Developed integrated marketing strategy, digital content, and communications campaigns to advance programmatic and advocacy priorities in Arizona.

United Food Bank

Marketing Manager

2019 - 2021

- Wrote and shared stories and created print and digital content to connect clients, advocates, donors, agencies and other partners with United Food Bank resources and opportunities.

Ewing Outdoor

PR Manager and Digital Strategist

2009 - 2016 and 2018 - 2019

- Led strategy and content creation for all marketing campaigns to drive product awareness, sales, and position Ewing as an educational resource for customers nationwide.