

Laura Ory

NON-PROFIT COMMUNICATIONS,
DIGITAL MARKETING + PR

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EXPERIENCE

United Food Bank **Communications Manager** Nov. 2019 - Present

- Manages and creates content (photography, videos, mailers, handouts, e-newsletter, website, social media, and ads) with the goal to empower Arizonans facing hunger and help our community, volunteers, and partner agencies fight hunger in Arizona.
- Creates fundraising campaigns/content to achieve development goals.
- Responsible for brand consistency in all communications
- Collaborates with vendors, influencers, and community partners on communications projects, including cause marketing and education.

Ewing **Digital Marketing Specialist** April 2018 - Nov. 2019

- Lead strategist, content writer and editor for all digital projects.
- Developed campaigns to drive awareness, sales and to position the company as an educational resource.
- Achieved marketing goals with organic and paid social media, email marketing automation and content marketing.
- Conducted and used customer research to improve company value propositions and communications.

DBSI, Inc. **Content Marketing Manager** Sep. 2016 - March 2018

- Developed bold and comprehensive content marketing campaigns to attract banks and credit unions to our company's solutions.
- Collaborated with designers to produce eye-catching infographics, reports, presentations, videos, apps, landing pages and ads to drive interest in DBSI services and deliver leads to the sales team.

Ewing **Public Relations Manager** **Social Media/Digital Strategist** **Public Relations Specialist** 2009 - 2015

- Supervised and led the PR team and PR strategy.
- Led content creation for the company's print and digital projects in collaboration with product managers and graphic designers.
- Developed content, wire frames, and SEO for website redesign.
- Grew social media audience using organic and paid strategies.

Sierra Vista Herald **News Reporter** 2007 - 2009

- Reported on news, events, businesses, local issues and government across southern Arizona. Developed story ideas, conducted interviews and research to produce accurate, timely stories.

EDUCATION + COMMUNITY INVOLVEMENT

Bachelor of Arts in **Journalism**
with English Minor, 2008

Editor and reporter for the
Daily Wildcat and
El Independiente, 2005-2007

Board member, **Read Better Be Better**, 2021 - Present

Volunteer mentor for **Free Arts for Abused Children of Arizona**, 2010-Present

SKILLS

- Project management
- Experienced CRM/CMS admin.
- Copy writing/editing (AP Style)
- Web publishing
- Marketing automation
- InDesign, Photoshop and Canva
- Photography and video
- Social media management