

THE WRITE COMPANY

Copywriting & Design. Brand Identity/Logos. Marketing Consultation.

PATTI SAMAR

OWNER: WRITER. DESIGNER. MARKETING CONSULTANT.

511 La Salle Boulevard Port Huron, Michigan 48060 (810) 300-2176

pjsamar@aol.com www.TheWriteCompany.net

WORK EXPERIENCE

● OWNER, 2000 TO PRESENT, THE WRITE COMPANY, PORT HURON, MICHIGAN.

- Provides clients with:
 - Marketing/advertising consultation and strategy/media placement services
 - Creative services (writing/website design/graphic design/photography)
 - Development of brand identities/logos/strategies
 - Hands-on social media, ecommerce & internet strategies
 - Visit www.TheWriteCompany.net to view samples of work

● DIRECTOR OF MARKETING & PUBLIC RELATIONS, 1997 TO 2002, ST. JOHN RIVER DISTRICT HOSPITAL, EAST CHINA, MICHIGAN.

- Consistently received successful and outstanding employee evaluations from supervisors and peer groups
 - Rated 5.9 on a 6.0 scale on last peer/supervisor 360 evaluation; quote from boss: “You walk on water.”
- Oversaw the entire hospital development fund, marketing, and public/media relations function, with attention to the following functions:

--MARKETING

- Wrote hospital marketing plan wrapped around organizational strategic planning goals

--DEVELOPMENT FUND

- Successfully revamped entire hospital fundraising program and increased revenue by 50 percent (and growing) annually

--PUBLIC/MEDIA RELATIONS

- Successfully placed stories in appropriate publications

● DIRECTOR OF COMMUNICATIONS, 1992 TO 1997, WOMAN'S LIFE INSURANCE SOCIETY, PORT HURON, MICHIGAN.

● COMMUNICATIONS REPRESENTATIVE, 1989 TO 1991, MICHIGAN LOW-LEVEL RADIOACTIVE WASTE AUTHORITY, LANSING, MICHIGAN.

● COMMUNICATIONS SPECIALIST, 1986 TO 1989, OFFICE OF COMMUNICATIONS, NORTHERN MICHIGAN UNIVERSITY, MARQUETTE, MICHIGAN.

● GENERAL ASSIGNMENT REPORTER, 1985 TO 1986, THE MINING JOURNAL, MARQUETTE, MICHIGAN.

QUALIFICATIONS

- Award-winning writer & graphic designer
- Organized, efficient and creative department director
- Extensive knowledge of marketing, advertising and brand identity
- Hands-on knowledge of social media, ecommerce & internet strategies
- Exceptional “outside of the box” creative skills
- Articulate and experienced public speaker
- Effective, thoughtful personnel manager
- Thorough knowledge of news media
- Successful track record & expertise in fundraising and fund development
- Wicked sense of humor
- Outgoing, fun, engaging and genuinely warm personality
- Comfortable in both large and small group settings and meetings
- Respectful of all opinions
- Strong belief in compromise and building positive group consensus

EDUCATION

MASTER OF ARTS

Concentration: English/Writing/Magazine Writing
Northern Michigan University
April 1989

BACHELOR OF SCIENCE

Major: English. Minors: History, Speech
Northern Michigan University
May 1985