

Marie LeVan Lick, CPSM

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SUMMARY OF QUALIFICATIONS

- Highly motivated, results-driven professional with exceptional business development, marketing, and leadership skills with experience in both profit and non-profit organizations.
- Successful development and implementation of public relations, media activities, branding and marketing programs
- Twenty years of successful experience bringing concepts to reality while enhancing productivity and corporate financial position.
- Excellent organizational, communication, and client management skills used in originating and cultivating long-term relationships with business leaders, strategic partnerships, clients and individuals.
- Certified Professional Services Marketer (CPSM)

SUCCESES

- 2006-2008 Director of Business Development - Business development, marketing, and public relations campaign; 2007 nomination “Emerging Business of the Year Award”
- 2001-2006 Business Development Representative - 20% Land Development revenue increase.
- 2000-2001 Corporate Recruiter (In-House) - Exceeded hiring goal of 70-plus staff
- 2004 Robert D. Hanson Rotary Excellence in Leadership Award
- 2002 Pennsylvania’s Best 50 Women in Business Award
- 1997-2000 Community Affairs Manager - Fund raising programs resulting in profitability and awareness.

PROFESSIONAL EXPERIENCE

7/06-10/08

K&W Engineers and Consultants

Director of Business Development

Primary responsibilities include strategic business development and promotion of a professional consulting engineering firm. Target focus is to create and implement the annual marketing plan and budget to support the business plan and secure annual revenue goals. Marketing methods and duties include research and identification of target markets and clients, build strategic relationships, knowledge of trends and opportunities, as well as the development and implementation of public relations, media activities, branding and marketing programs.

6/00 –6/06

Herbert, Rowland & Grubic, Inc.

Regional Business Development Representative

Results driven business development and marketing for an (8) office consulting engineering firm in Pennsylvania. Primary focus to identify and develop new markets, clients, and projects; and implement business development plan and initiatives.

1997 - 2000

Gaudenzia, Inc.

Community Affairs Manager

Developed and performed Business Development & Marketing, Community Relations, and Fund Raising programs in the Central Region of Gaudenzia, Inc., a non-profit agency throughout Pennsylvania, offering drug and alcohol treatment and prevention services. Duties included development and management of fund raising and marketing activities, coordination of regional public, media relations and outreach programs; planning and implementation of special events; and written newsletter articles and communications.

1988-1997 Rotary Club of Harrisburg
Executive Director

Performed administrative management for a 200-member non-profit service organization. Duties included preparing, maintaining budgets, tax reporting, and accounting systems of The Rotary Club and Harrisburg Rotary Foundation.

BUSINESS/PROFESSIONAL AFFILIATION(S):

(SMPS) Society for Marketing Professional Services: Central PA Chapter, Board of Directors, President-Elect
(LHA) Leadership Harrisburg Area, Class of 2005; Graduate Series 2006
(GHAR) Greater Harrisburg Association of Realtors: ICI Committee
Harrisburg Regional Chamber/CREDC, Government Relations Committee
Team PA Foundation, Ambassador, Former

COMMUNITY SERVICE AFFILIATION(S):

Harrisburg Rotary Foundation, Board of Directors (2003-2006) (2007-2010)
Rotary Club of Harrisburg, Board of Directors (2003-06); Chair, Youth Community Development Team (2003-06)
Construction® Design Build Competition & Fundraiser (2007, 2008) Public Relations Chair
K&W / TecPort 5K Run/Walk Fundraiser (2007, 2008) Public Relations Chair
United Way of the Capital Region, Commercial Industries Volunteer (2003 – 2006)
MS Leadership Society, Class of 2002

EDUCATION

1996 Harrisburg Area Community College
Associate of Arts Degree - Business Administration
Phi Theta Kappa Honor Fraternity

PRESENTATIONS

CPSM Mentor and Presenter: *“Planning Successful Marketing Communications Programs”*