

## RESUME

### LINDA L. MOJER

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#### Profile

Professional administrator with comprehensive management skills, specializing in both print and online communications and marketing. Creative and diverse project manager and web producer, committed to excellence in the presentation of public information in all forms. [LindaMojer.com](http://LindaMojer.com)

#### [With Substance, Inc.](#) | 2007 -

##### Principal CEO / Director of Operations

- Created business plan, development and marketing for management and media consulting firm
- Designed and produced corporate website, developed all branding and marketing collateral
- Coordinated business launch details, designed and generated public relations & press materials
- Developed client lists, new account outreach, targeting, research and deliverables
- Guided account management & invoicing, receivables/payables, contract negotiation & oversight
- Authored online content, feature articles, tipsheets and tutorials for e-newsletter marketing campaigns
- Conducted online research and reporting for customized consulting guides, advisories, supplements
- Served as first Executive Director for Southern Colorado Women's Chamber of Commerce (client contract)

#### [Billiard Congress of America](#) | 2004 - 2007

##### Director of Communications

- Responsible for all public information released through print and internet media, including press releases, official publications, marketing collateral, website content, promotional and program narrative
- Produced all internet content and services for multiple company holdings, with customer service emphasis
- Re-designed and managed all corporate web presences, email communications, trade info distribution
- Managed copy preparation and approval of all public information, sourced from board members, management/executives, colleagues, collaborators, volunteers and freelance agents
- Edited and produced twice-monthly association e-newsletter, re-purposing marketing and promotional text, conducting web research for associated news items and issuing special notices/announcements
- Prepared annual print advertising budget and schedule; reviewed industry/newsstand publication rates
- Generated industry and annual reports, meeting presentations, specialty documentation and recognitions

#### [U.S. Racquetball Association](#) | 1989 to 2004

##### Associate Executive Director

- Key administrator in charge of Media & Public Relations Department, inclusive of magazine publishing division
- Supervised and coordinated all NGB marketing, communications, development and official publications
- Reviewed and developed all internal/external print and internet properties and services, for effectiveness
- Created and implemented innovative approaches to the delivery of all promotional and fundraising materials
- Researched, reviewed and presented recommendations for all media & marketing strategies & applications

##### Managing Editor, Racquetball Magazine

- Created, launched and shepherded a 64-page bi-monthly niche publication for the sport, over 15 years
- Managed an operating budget of \$250,000 annually, building revenues & controlling expenses
- Set advertising rates, negotiated & issued all placement bids and contracts
- Supervised all volunteers, content contributors, freelance writers and photographers
- Coordinated all phases of in-house design and production, through press delivery and online preview
- Scheduled all editorial and production calendars, established deadlines and determined workflow
- Built/maintained relationships with pre-press and print suppliers to secure competitive pricing and services, inclusive of all bid procedures, RFPs, periodic review of technologies and adoption of best industry practices

##### Web Design and Development

- Solely responsible for hands-on, structural development of all first-generation web projects
- Created and implemented multiple/original web presence(s) for public education and member recruitment
- As lead project manager, researched, identified, negotiated and secured internet support services

- Developed all website structure for multiple sites; re-purposed, updated and migrated all content
- Evaluated all organizational materials for potential delivery applications and end-use
- Processed and managed original upload, testing and ongoing site maintenance
- Initiated and facilitated all online member services, from basic access to storefront operations

**Publication & Graphic Designer**

- Set consistent editorial tone, balance and direction of all publications, for content quality & integrity
- Conceptualized and designed full 64-page magazine layout to include all ad and editorial content
- Collated, fact-checked and edited all feature, column and unsolicited content submissions
- Selected, manipulated and placed all photography and graphics to accompany editorial text
- Contracted and directed freelance writers and photographers for event coverage, on assignment
- Prepared, routed and finalized working/sample page roughs for interoffice review and approval
- Supervised delivery of content and graphics for pre-press; issued final approvals on all proofs & press runs

**Director of Communications**

- Generated and edited text for all official internal/external public relations and policy documentation, including press releases, official correspondence, employee manuals, BOD procedures, member and public policy, disciplinary sanctions, award and recognition guidelines, archives, historical and athlete records, constitution & bylaws, plus final edits and approvals of all official published rulebooks, manuals and guidebooks
- Designed and coordinated all significant development projects, including fundraising campaigns, member & event registrations, specialty newsletters, promotional materials, advertisements and organic documents
- Edited, re-wrote and crosschecked all external communications, including regular print columns & editorial

**Rollins College | 1980 – 1989**

**Associate Director, Foundation Relations**

- Key support leader for a series of major capital campaign programs and initiatives
- Researched and prepared corporate and foundation grant requests and applications
- Aided faculty in pursuing individual grants by identifying funding sources and editing proposals
- Drafted preliminary abstracts and requests, designed and assembled presentations
- Managed ongoing grants with required progress/budget reports; tracking, recognitions & fulfillment
- Interacted with private and corporate donors at all funding levels

**Education & Other Experience | Online portfolio: [www.lindamojer.com/portfolio.htm](http://www.lindamojer.com/portfolio.htm)**

- B.A., Rollins College [with honors], sporadic graduate study
- Continuing professional education, seminars and conferences, various certifications and licensure
- Researched and edited museum/exhibit catalogs, specialty publications
- Guest columnist for the Orlando Sentinel, community supplement; freelance writer, various publications
- Special project leader for admissions and alumni departments, employee communications
- USOC press officer (Pan American Games), web content writer/editor (2004 Summer Olympic Games)
- Royal Shakespeare Theatre costumer (volunteer, summer stock); theatrical head costume designer
- Licensed massage therapist (2004); Certified PUSH muscle therapist (2006)

**Skills |** Adobe CS3 suite, Photoshop; web design: Dreamweaver, Frontpage; page layout: Quark, InDesign; MS Office, PowerPoint; basic HTML, FTP, email campaign deployment platforms, database and online merchandising

**References | Published: [www.lindamojer.com/Business/references.htm](http://www.lindamojer.com/Business/references.htm) | [www.linkedin.com/in/lindamojer](http://www.linkedin.com/in/lindamojer)**

Mr. Bob Condron | Director of Media Services, U.S. Olympic Committee..... 719-866-4529  
 Mr. David Csintyan | CEO, Greater Colorado Chamber of Commerce..... 719-575-4309  
 Mr. Stephen Ducoff | former Executive Director, BCA..... 719-649-8257  
 Mr. Rob Johnson | CEO, Billiard Congress of America ..... 720-839-4979  
 Mr. Luke St. Onge | former Executive Director, USRA..... 719-477-6934  
 Mr. David Senick | CEO, Mountain West Graphic Consultants ..... 719-229-4872  
 Ms. Pamela Wuichet | Senior Partner, Project Resource Group ..... 404-378-1371