

# Lori Scribner

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## Summary

I have more than 15 years of experience as a public relations professional, specializing in the high technology market. Twelve of those years were spent in San Diego-based agencies where I started as an intern, and worked my way up to account supervisor. I was a solo practitioner for four years, and fully managed the account strategy and executed campaign tactics for two local tech companies. My expertise includes media/analyst relations, content development (press kit, Web copy, case studies, technical papers), campaign/account strategy and planning, day-to-day management of client relations and the account team, speaker and award bureaus and general research pertaining to the client's market and competitors. I'm current and well-versed on how to use, and the benefits of current social media tools, including blogs, Facebook and Twitter. I have worked with companies big and small, both B2B and B2C, and understand the challenges small companies face in a highly competitive and fast moving technology market.

## Professional Experience

*10/2003 – Present*

Scribner Communications

Santee, California

President – Solo Practitioner

- Managed entire PR accounts for local tech companies
- Worked with other local freelancers to support their accounts
- Devised account strategy and executed tactics to support objectives
- Wrote more than 15 case studies (samples available upon request)
- Managed the entire PR program process, including:
  - Developed comprehensive database of media/analyst contacts
  - Maintained relationships with press/analysts
  - Planned and executed teletour product launches
  - Created and updated product/company messaging
  - Researched trade show speaking and award opportunities
  - Developed and maintained customer reference program for ongoing story pitches
  - Monthly reporting

*03/2007-03/2009*

JHG

San Diego, California

Account Supervisor

- Responsible for the management of teams on B2B and B2C accounts
- Devised account and campaign strategy for: Sequoia Communications, Tessera, Loop'd Network, Continuous Computing, Sendio, Visual Sciences and On The Record Sports
- Managed day-to-day client relations, media/analyst relations, technical article placement, trade show support, industry research, reporting and building all campaign components (including speaker and award bureaus, editorial opportunity research and creative pitch development)
- Devised social media strategy for specific accounts and managed the tactical execution
- Developed PR plans and other written content, including: press releases, case studies, company backgrounders, fact sheets and FAQs
- Worked on branding and re-branding campaigns; developed messaging platforms
- Assisted agency executives with new business initiatives, including proposal development

10/2001-10/2003

Bailey Gardiner, Inc.

San Diego, California

Account Supervisor

- Joined Bailey Gardiner (BGI) as a result of its acquisition of Cooper/Iverson Marketing
- A consumer agency, the Cooper/Iverson team comprised BGI's Technology Division
- Responsible for the management of Wingcast account, a Qualcomm/Ford telematics spin-off, and helped to develop campaign strategy and execute all tactics, including media/analyst relations, trade show support and day-to-day account activities such as speaker and awards bureau, editorial opportunity outreach and proactive pitching surrounding the emerging telematics market
- Responsible for the management of WiredRed account, a Web/video conferencing software company. Managed day-to-day client relations, media/analyst relations, product launch campaign strategies, case study placement, trade show support, industry research and building all campaign components (including speaker and award bureaus, editorial opportunity research and creative pitch development)

12/1993-10/2001

Cooper/Iverson Marketing

San Diego, California

Account Supervisor

- Started as an intern; worked my way up to account supervisor position
- Responsible for the management of B2B technology accounts including: enterprise software, e-commerce, embedded computing, Web conferencing, online storage, telecom
- Managed day-to-day client relations, media/analyst relations, product launch campaign strategies, technical article placement, trade show support, industry research and building all campaign components (including speaker and award bureaus, editorial opportunity research and creative pitch development)
- Developed PR plans and other written content, including: press releases, case studies, reviewer guides, company backgrounders and FAQs
- Assisted agency executives with new business initiatives, including proposal development
- Cooper/Iverson Marketing was acquired by San Diego-based Bailey Gardiner Inc. (BGI) in October, 2001
- Senior employees (including myself) transitioned to BGI to manage the agency's technology accounts

**Education**

*San Diego State University*

*Graduated 1993*

- Bachelors degree in Journalism; emphasis in Public Relations
- Minor in Speech Communications

*Mesa College*

*San Diego*

- Associates degree

**Related Skills**

- Proficient in the entire Office suite; Internet applications; CisionPoint PR-specific research service; social media applications including blogs, Twitter and Facebook

**Honors & Awards**

- Edward L. Bernays Silver Anvil Award, 2001

**References**

- Available upon request