

LAURA MASSIMINI

Seeking a remote or hybrid position where I can leverage my 12+ years of experience in brand strategy, communications, and public relations to drive impactful content creation, media relations, and community engagement. I am eager to apply my expertise in enhancing visibility, and delivering strategic storytelling in a dynamic corporate or publishing environment.

Clayton, DE | lamassimini@gmail.com | 302-690-0161

SUMMARY

Dynamic and results-driven marketing professional with over 15 years of experience leading brand strategy, communications, and public relations. Skilled in content creation, internal communications, and event planning, with a strong background in writing, editing, and media relations. Proven ability to manage cross-functional projects, engage diverse audiences, and elevate company visibility through strategic storytelling and community engagement. Experience in both corporate and publishing environments with a demonstrated commitment to creativity, organization, and team leadership.

PROFESSIONAL EXPERIENCE

Director of Marketing, Nickle Electrical Companies

Feb 2013 - July 2025

- Solely responsible for leading and managing all marketing initiatives as the only member of the marketing department.
- Developed and executed brand strategy, ensuring consistency and alignment across all channels.
- Led internal and external communications, ensuring clear, engaging, and impactful messaging.
- Created all marketing materials, including advertisements, graphic design, logos, company newsletters, brochures, and other promotional content.
- Managed all digital marketing efforts, including website updates, social media strategy, and e-newsletter campaigns.
- Directed community relations efforts, including fundraising, sponsorships, and volunteer events; created and managed a committee of 10 employees to organize monthly volunteer activities.
- Planned and executed a wide range of events, from small sessions (5-10 employees) to large-scale company events with 200+ attendees.
- Proofread, edited, and refined content and copy for bid proposals to ensure accuracy and professionalism.
- Researched and wrote all blog posts featured on the company website, driving engagement and SEO.
- Compiled award-winning binders, applications, and surveys, contributing to the company's recognition and success in the industry.

EDUCATION

Masters Degree in Publishing

Sept 2011 - Dec 2012

Pace University, New York, NY

Bachelors Degree in Communications

Sept 2006 - May 2010

Concentration in Journalism

Minor in Sociology

Salisbury University, Salisbury, MD

LAURA MASSIMINI

Seeking a remote or hybrid position where I can leverage my 12+ years of experience in brand strategy, communications, and public relations to drive impactful content creation, media relations, and community engagement. I am eager to apply my expertise in enhancing visibility, and delivering strategic storytelling in a dynamic corporate or publishing environment.

Clayton, DE | lamassimini@gmail.com | 302-690-0161

PROFESSIONAL EXPERIENCE *(cont.)*

Publicity Assistant, Rizzoli International Publications

March 2012 - Nov 2012

- Supported publicity campaigns for book launches and events
- Assisted with media outreach, press releases, and author promotion
- Managed administrative tasks and coordinated with marketing and editorial departments

Staff Writer, Gannett

June 2010 - May 2011

- Reported on local news, events, and human interest stories for regional publication
- Conducted interviews, attended community meetings, and wrote articles under deadline

News Editor & Vice President, The Flyer Student Newspaper

Sept 2009 - May 2010

- Oversaw a team of 5-10 staff writers, assigning topics and editing through to publication

SKILLS

- Brand Strategy
- Internal Communications
- External Communications
- Graphic Design
- Digital Marketing
- Social Media Management
- Event Planning
- Community Relations
- Fundraising/Sponsorship Management
- Volunteer Coordination
- Content Creation
- Proofreading/Copy Editing
- SEO Writing
- Award Submissions
- Microsoft Office Suite (Outlook, Excel, PowerPoint)
- Adobe Photoshop
- Final Cut Pro Video Editing Software

ADDITIONAL INFORMATION

President, National Association of Women in Construction, Wilmington, DE

Board Member since 2013; Awarded Member of the Year in 2024