



Laurie Wilhoit

PROFILE

I discover opportunities in situations, excel in networking and communication, creatively think outside the box, create, maintain and foster business relationships. I am passionate about my work and aim to exceed expectations through the quality in my work and customer service in my actions.

EXPERIENCE

MARKETING & COMMUNICATIONS MANAGER, HISTORIC DOWNTOWN LONG GROVE, MAY 2016- PRESENT

Marketing: create annual marketing campaigns, monthly ads in for magazines, social media posts/pages, email campaigns. Event management: Create new events to bring people to town, plan events including details and contracts with outside vendors and local permits. Solicit local businesses for corporate partnerships and sponsorships. Act as liaison and market Long Grove in local networking events.

BOARD MEMBER, LAKE ZURICH AREA CHAMBER OF COMMERCE, JANUARY 2018- PRESENT

Oversee and participate in Marketing committee, attend board meetings, participate in member events and promote local business and community involvement.

PRESIDENT, CARING WOMEN'S CONNECTION, AUGUST 2017- PRESENT

Manage all-volunteer organization and raised donations from \$36,000 to \$84,000 annually. Mission of the organization is supporting women and children in need in Lake County, IL. Created a corporate membership and giving program to involve the business community. Awarded the 2018 Non-Profit of the Year by the Lake Zurich Area Chamber of Commerce.

OWNER, CALL ME SOCIAL BUTTERFLY — 2010-PRESENT

Created my social media business in the fall of 2010 after success with the Lake Zurich Area Chamber of Commerce Facebook page and Twitter account. I create, update, and incite interest in Facebook pages / Twitter/ Linked in for business. Engagement isn't just for couples anymore - it's a necessity for today's business. I have 20 clients in this short time with projects ranging from YouTube videos to Facebook posting consultation. I am a consumer first with fresh ideas to link individuals like me to the businesses I represent.

EVENT & COMMUNICATION MANAGER, LAKE ZURICH AREA CHAMBER OF COMMERCE — 2003-PRESENT

Created the social media plan for the Lake Zurich Area Chamber of Commerce including a Press Release blog, Twitter, Facebook accounts. Responsible for recruiting volunteers for all events throughout the year and working with the chairpeople in the planning and executing of all fundraisers. Work with graphic designers on promotional materials. Represent the chamber at local networking and community events. I seek, build, and work to maintain membership. I update the website.

DIRECTOR OF CATERING & CONVENTION SERVICES, CERTIFIED MEETING PLANNER — 1994 - 2001

Oversaw staff of sixty - including banquet staff, convention services, and catering. Served on the executive committee and worked on overall strategic plan of hotel and reinforced in my area of expertise. Exceeded sales and budget goals consistently and mentored my staff to empower them to do the right thing. Build lasting relationships within the business and expo community, Raised service goals, expectations and ratings. Created specialized menus and events for wide range of clientele from high end meetings, Exposition receptions, and social events.

EDUCATION

Northern Illinois University — Communications, 1991

SKILLS

Negotiation, organization, listening, sales, customer service (internally and externally), communication, drive and determination.