

LISA NAPELL DICKSTEEN

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EDUCATOR

CU Denver

COMM 2050: Business and Professional Speaking

Immersive course designed to improve students' communication abilities in business and professional contexts.

Student evaluations indicate strong degree of satisfaction with personal growth and increased confidence and teacher interaction.

COMM 2071: Writing for the Media

Created survey course covering all types of media writing. Wrote accompanying textbook.

Student evaluations indicate strong degree of satisfaction with content, presentation, and teacher interaction.

COMM 2075: Research and Writing for the Comm Major

Intensive writing-based course designed to teach the basics of evaluating scholarly research and writing the research paper.

Student evaluations indicate course provided valuable learning experience for building future scholarship.

COMM 4710: Narrative Theory and Practice

Created curriculum for course addressing narrative theory and concepts associated with drama, short fiction, poetry, and the novel, while nurturing their ability to argue a point of view objectively both verbally and in writing.

Student evaluations indicate strong degree of satisfaction with content, presentation, and teacher interaction

COMM 4688: Transitioning from College to Career

Revised curriculum for course designed to help students prepare to obtain work and then excel in their position.

Student and administrative feedback revealed positive impact on student success.

Multiple Secondary Schools in New York and Colorado

English grades 7-12: created positive relationships students, consistently raised scores on standardized tests.

Created and taught electives including art, cartooning, yearbook.

Colorado Free University

Grammar for Grown-ups: bi-monthly adult education course focusing on basic grammar and usage.

MEDIA

Top-quality content creation, editing, and proofreading for:

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|----------------------------|--------------------------------------|-----------------------------|
| • Websites | • Blogs | • White Papers |
| • Brochures and Fliers | • Social Media Platforms | • Proposals and RFPs |
| • Grants | • Internal Communication Materials | • Press Releases |
| • Presentations & Speeches | • Technology, User, & Policy Manuals | • Traditional Media Outlets |

WRITING & EDITING

Writing published in:

- Magazines & Newspapers: *The New York Times*, *The Washington Post*, *Bride's*, *For Women FIRST*, *InnovationNews*, *RV PRO* and dozens of other consumer and trade publications
- Books: *Writing for the Media* (author) *Work & Working* (author), *The Great American Baby Almanac* (contributor), *Good Old Food* (contributor), *Writer's Market* (contributor), *Marketing Your Writing* (author/self-published)
- Editing:

CONFERENCES, SEMINARS, PRESENTATIONS

Original presentations written and delivered for:

- Grant Writing 101 (Regis University)
- ACTE (Association for Career & Technical Education): Online Education and At-risk Students
- Career Tech VISION: Working Successfully with At-Risk Students in an Online Environment
- Numerous other events covering a variety of industries and topics

SOCIAL MEDIA & WEB CONTENT

- **Edited weekly blog** on use of Facebook business pages and linked in
- **Redesigned website and Facebook presence** to create more user-friendly interface and maintain up-to-date content. Resulted in increased traffic in both locations.
- **Created and implemented multi-platform social media campaign** to enhance website traffic, add followers. Increased both attendance at events and donations.

PUBLIC & COMMUNITY RELATIONS

- **Originated Director of Media Relations position** to create relationships with editors, trade associations, and conferences to raise profile and increase industry recognition and sales.
- **Crafted winning nominations** for recognition and awards in numerous industries.
- **Write and distribute press releases** for local non-profit

DEVELOPMENT & FUND-RAISING

- **Created successful Kickstarter campaign** and website design for startup manufacturer developing technologically-complex, environmentally-friendly products.
- **Wrote and presented market research paper and proposal**, which contributed to the successful acquisition of \$1.5 million venture capital expansion for growing company.

LEADERSHIP

- **Utilized relationship-building skills** to affect behavior modification for divisive individual causing disruption within organization, resulting in dramatic increase in team cohesion and productivity.
- **Increased buy-in and participation** in annual organization-wide event requiring multiple preparatory meetings. Participants and attendees lauded event as superior to those conducted previously.
- **Envisioned and implemented innovative new standards** to ensure only individuals with appropriate preparation and ability advanced. Processes adopted by top leadership as new benchmark standard of excellence for organization.

PROFESSIONAL EXPERIENCE

OWNER

1982 TO PRESENT

LMN Editorial: Writing, editing, marking, and public relations consulting firm

Handle all aspects of writing, editing, marketing, public relations, customer acquisition and retention, customer service, budgeting, media relations, course development and teaching, and publicity.

MANAGER MARKETING COMMUNICATIONS & PUBLIC RELATIONS

2 YEARS

CosmoCom: VOIP software and technology company

Created and maintained relationships with media to place stories, pitched management as speakers and produced their presentations, cultivated contacts with analysts, submitted winning nominations for awards

MANAGER PUBLIC RELATIONS

1 YEAR

Danny Frank Productions, Inc.: New York-based public relations firm

Wrote press releases, created and maintained relationships with media to place stories with print, television, and radio outlets, conceived and produced events designed to attract media attention.

MANAGER SALES & OPERATIONS

2 YEARS

Bellweather Expositions: Owner & operator of FUN EXPO (International Family Fun Center Trade Show & Conference)

Wrote and designed marketing material, sold booth space, handled logistics and coordination of move in and out for heavy construction event, handled on-site customer relations.

DIRECTOR OF SALES & MARKETING

1 YEAR

AIC Conferences: Purveyor of high-level, industry-specific conferences

Researched and developed topics, sourced speakers, wrote and designed conference brochures and programs. (Created first-ever conference for travel agents on using the internet to increase business.)

EDUCATION

- **MAT: Secondary English** – Stony Brook University, Stony Brook, New York
- **BA: Liberal Arts/Journalism** – Stony Brook University, Stony Brook, New York