

Linda Absy

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Education

BA, Nebraska Wesleyan
University, 1991

MA in Communication,
University of
Nebraska/Omaha, 2004

Work History

Contract Consultant
June 2007 – Current

Lon Morris College
Speech Instructor, Adjunct
Jan. 2008 – June 2010

Victoria College
Director of Continuing Ed.
May 2006 – June 2007

KBR
Marketing Manager
Oct. 2004 – April 2006
Proposal Manager
April 2003 – Oct. 2004

Klotz Associates, Inc.
Marketing Manager
May 2002 – April 2003

Clarkson College
Adjunct Faculty Member
1999 – May 2002

Geotechnical Services, Inc.
Marketing Manager
1999 – Feb. 2001

HDR Engineering, Inc.
Marketing Program
Manager
1996-1999

Inacom Corporation
Marketing Coordinator
1995-1996

Graduate Student Intern
1994-1995

Daily Nonpareil Newspaper
Assignment Reporter
1992-1993

Special Skills

- Proposal, marketing and grant writer with over 28 years of experience.
- Marketing communications and creative writing expertise including overall message and image development, i.e. branding, brochures, proposals, web sites, advertisements, videos, e-newsletters, trade show materials, direct mail pieces, etc.
- Collaborative leadership of proposal teams (20+ professionals) to assemble bids to win client contracts for technical, engineering and construction projects, including overseeing multiple teams/projects simultaneously.
- Working with sales teams to identify client drivers and client needs to assure projects will achieve client success.
- Setting and monitoring proposal and project budgets to assure proper forecasting and company profitability.
- Developing and coaching of presentation teams including storyboarding, content development and providing public speaking instruction.
- Identifying Strengths/Weaknesses/Opportunities/Threats (SWOT), outlining detailed Requests for Information/Qualifications (RFI/RFQ) and providing graphic concept development and technical writing.
- Developing and managing comprehensive marketing information databases and contact management systems.
- Developing training materials, press releases, public relations plans and surveys.
- Excellent client management, customer service and problem-solving skills.
- Community outreach experience including working with area businesses and economic development organizations to achieve training goals.

**Marketing Consultant &
Freelance Writer
June 07 - Current**

Duties: Marketing consultant and writer for numerous clients including engineering and construction companies. Services include project management and development of proposals, marketing and technical writing, client presentation and marketing collateral development.

**Adjunct Instructor
Lon Morris College
Jan. 08 – June 10**

Duties: Developed curriculum and taught speech courses.

**Continuing Ed Director,
Clarkson College
May 06 – June 07**

Duties: Managed a team that worked with area businesses to set up continuing education courses, managed grant funds to provide training, wrote grants and developed curriculum for adjunct faculty to teach non-credit courses.

**Marketing Manager
Oct. 04 – April 06**

Manager of Marketing Duties: Managed a global team of coordinators, writers and graphic designers and led the planning and conceptual process for creative pieces such as multi-media presentations, e-executive summaries/proposals, web newsletters, proposals, presentations, internal communication pieces, etc.

**Proposal Manager
April 03 – Sept. 04
Kellogg Brown & Root**

- ❑ Developed concepts
- ❑ Prioritized and managed workflow
- ❑ Supervised a global team

Proposal Manager Duties: Led proposal development teams and proposal development process.

- ❑ Researched, wrote, edited and supervised production of company proposals, presentations and qualification statements.

**Marketing Manager
May 02-April 03
Klotz Associates, Inc.**

Duties: Managed sales and marketing program.

- ❑ Researched, wrote, edited and supervised production of marketing materials, proposals, presentations, ads and marketing promotions.
- ❑ Supervised a marketing coordinator and marketing assistant.
- ❑ Prepared and monitored all marketing activity reports.

**Marketing
Manager
Sept. 99 – Feb. 02
Geotechnical Services,
Inc.**

Duties: Built a marketing program from the ground up.

- ❑ Led strategic planning session and helped to develop company's five-year plan.
- ❑ Researched, wrote, edited and supervised production of marketing materials, proposals, presentations, ads and marketing promotions.
- ❑ Developed and managed company Public Relations program.
- ❑ Managed the tradeshow program including development of materials, business development activities and worked at tradeshow booths.
- ❑ Developed, populated and maintained marketing information database and contact management system.
- ❑ Developed and maintained company web site.
- ❑ Supervised a marketing assistant.

**Adjunct Faculty
Sept. 99 – May 02
Clarkson College**

Duties: Developed curriculum and taught marketing and business courses. Proposed and developed the first Brochure Development Course that is still being taught at the college.

**National Marketing
Program Coordinator
Promoted from
Marketing
Production Coordinator
in Dec. 96.
July 96 to Sept. 99
HDR Engineering**

Duties: Developed proactive marketing systems and materials.

- Researched, wrote, edited and supervised production of marketing materials.
- Assisted in the creative development of national advertisements.
- Developed and maintained internal and external web sites.
- Developed and managed national marketing budgets.
- Planned the theme, agenda and structure of national business meetings.
- Managed national tradeshow participation including development of concepts, promotions, artwork, booth activities and handouts.

Computer Program Experience

Macintosh and PC experience using the following programs: Microsoft Word, Microsoft Excel and Microsoft PowerPoint. Some InDesign and Prezi experience.

Awards

1994 Student Employee of the Year Nomination

1996 Employee of the Month

1998 IABC Bronze Quill Award for Marketing Campaigns and Brochure Design

2003 KBR Project Profile Global Contest, 1st Place

Volunteer

City of Palestine, Chamber of Commerce Volunteer

YMCA Soccer Committee Volunteer

Palestine High School Booster Club

University Academy Parent Teacher Organization

Professional References

Jolynn Rogers

832-512-9088

Sydnee White

713-397-2422

Karen Hooper

281-796-6540